Position Description

Job Title: Director for Communications, Marketing, and Publications	
Department: Communications	Date: November 2026
FLSA: Exempt	Work Location: Virginia Campus
Employee Category: Administrative Staff	Work Schedule: M-F, 8a – 5p
Reports to: Vice President for Communications, Marketing, Website and Publications	Percent Employment: 100%
Supervises: None	

I. **Job Summary:**

The Director for Communications, Marketing, and Publications will assist the Vice President of Communications with communications and marketing projects including public relations, publications, web content and social media, and advertising. This is a hands-on position in a small team. The candidate must demonstrate experience in writing effective news releases and working with the media, engaging social media, and effective, engaging written communications in publications. The candidate is required to be the digital photographer/editor, have graphic design skills for marketing and advertising work using the Adobe Creative Suite package and be able to work under tight deadlines. This position requires an outgoing, dynamic personality and team attitude to work with many different divisions and individuals across the campus and with other Communications team members across all College locations.

II. **Job Duties:**

The Director for Marketing, and Publications will assist the Vice President with:

Communications, Publications and Marketing:

1. News Media: Write effective news releases to distribute to local media to keep the community informed of college achievements and events. Build relationships as liaison to the local media for interviews and events. Promote the College and assist the Vice President, the Dean and the President with publicity for functions or events, as well as public relations as assigned by the Vice President.
2. Social Media: Responsible for promoting the College through its social media channels by curating and writing effective and engaging content, graphics and photography to grow awareness and interactivity. Track engagement and create quarterly reports on analytics.
3. Publications: Responsible for writing, project coordination, design, production, proofreading, and in charge of meeting deadlines as assigned for VCOM and affiliate branded communication projects such as development materials, admissions or promotional materials and collateral, publications, advertising, and videos as required. Oversees, reviews, and seeks proper approvals for campus publication duties including: campus submissions editing, gathering submitted news and contacting sources for information and photos for the website, and other external or internal publications as assigned.

4. Branding: Serve as campus contact for merchandise approvals and gatekeeper for the use of the VCOM brand, including official logos, name and colors.
5. Responsible for print materials, social media and publicity for college events associated with development, recruitment, and college wide activities, including but not limited to: Orientation, White Coat Ceremony, Accepted Students Day, Community outreach, Research Day, Graduation week activities, and Development activities such as dinners, fundraisers, student organization functions, etc. Some of these events requiring coverage throughout the academic year will occur on evenings and weekends outside of the normal work week. Works collaboratively with College Development and Alumni Relations on projects for the college including fundraising and special events as assigned by the Vice President.
6. Serve as one of the primary photographers for the college taking digital photos for events listed above, sometimes occurring on evenings and weekends, editing photos as needed, and other events as assigned. Organizing and archiving of all images and print production files.
7. Other duties as assigned

Web Sites:

8. Works with Communications graphic designer or other team members for campus-specific content development for VCOM website news and social media. Serves as the campus liaison for VCOM or affiliate websites, providing or posting content, photos or photo galleries and other social media as assigned.
9. Providing the Director of Web Services with campus specific website content updates as needed.

III. **Required Qualifications:**

- **Education:** A Master's Degree in Communications, Media, or a related field; or a Bachelor's Degree in Communications, Media, or a related field plus relevant professional experience.
- **Licensure or certification:** none
- **Portfolio:** Along with your resume, please submit a hyperlink to an online web portfolio or send PDFs of portfolio items including writing samples, photography, creative, and links or list of websites, blogs or social media sites you have created or managed. Although writing or print samples can presented in a traditional portfolio book at the interview, electronic samples prior to interview are preferred.

Skills required for this position include:

- Must have minimum of 6-8 years of demonstrated professional experience in communications, writing and editing, design and web/social media.
- Experience managing and curating content for multiple social media accounts.
- Strong editing and proofreading skills.
- Demonstrate a high level of proficiency with Adobe Creative Suite/Cloud applications (InDesign, PhotoShop, Lightroom, Illustrator, Acrobat Pro, and Premiere Pro.
- Skills with Microsoft Office applications such as Word, PowerPoint and Excel are also required.

- Experience with digital photography, use of videography and related equipment
- Experience in website content management.
- Team players who are committed to their careers, and maintaining ongoing relationships with administration, co-workers and students.
- Excellent interpersonal and communications skills.
- Ability to multi-task, and strong project management skills are highly valued. The individual must be highly organized, detailed-oriented and utilize excellent time management skills.
- Commitment to company values

Preferences may be given to candidates who have worked in an academic environment or healthcare industry; experience in obtaining quotes and bids for print and promotional materials; community involvement.

The successful candidate must be eligible to work in the United States.

Successful candidate will be subject to a criminal history background check.

Regular, reliable or predictable attendance is an essential function of the job.

IV. **Working Conditions and Efforts:** The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical demands: While performing the duties of this job, the employee is occasionally required to sit; use hands and vision for office equipment such as computers; talk or hear; moderate telephone usage. The employee must occasionally lift and/or move up to 50 pounds.

Work environment: Office environment. Outside travel required 10% of time. The noise level in the work environment is usually minimal.

This position is classified as an exempt position because it requires that the candidate/employee exercise independent judgement and discretion regarding matters of significance.

V. **VCOM Core Values:** The employee is expected to adhere to all VCOM policies. As the environment is a professional college, the VCOM faculty/staff are expected to dress and behave in a professional manner at work. The VCOM faculty/staff are also expected to as a VCOM employee to be a person who follows all laws and professional expectations of an upstanding citizen of the community. VCOM expects all employees to maintain a positive attitude in all working relationships with all VCOM departments, employees, medical students, prospective medical students, interns and residents and to treat all others engaged in the duties of the employment, with mutual respect.

I have read and understand this explanation and job description. I also understand that the job duties and description or the existence of the need for the position may be changed at any time as required by the College where growth of the institution or change in direction of the institution may change the duties of my department or the need for the position.

I am notified that the College is an equal opportunity employer and does not discriminate on the basis of age, sex, sexual orientation, ethnicity, religion, disability, or protected veteran status.

I have been made aware of the College's most recent campus safety report, the location of the college policies and procedures document, and the appropriate handbook for my position. I recognize my responsibility to be aware of the policies and procedures and I am in agreement to follow the policies and procedures as written.

Employee Signature: _____ Date: _____

Approvals:

Division Officer: _____ Date: _____

President: _____ Date: _____