

## Park Scholarships

park.ncsu.edu

Campus Box 7009  
Peele Hall 217  
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P: 919.515.3794



**NC STATE  
UNIVERSITY**

# POSITION ANNOUNCEMENT: COMMUNICATIONS MANAGER, PARK SCHOLARSHIPS, NC STATE

## PARK SCHOLARSHIPS

NC State's [Park Scholarships](#) program was established in 1996 with the support of the Park Foundation of Ithaca, NY. The Park Scholarships program brings exceptional students to [NC State University](#) based on [outstanding accomplishments and potential](#) in scholarship, leadership, service, and character. The program develops and supports Park Scholars in these areas, preparing them for [lifelong contributions](#) to the university, state, nation, and world. The scholarship includes tuition and fees, room and board, [enrichment activities](#), and additional expenses. About 40 Scholars are selected annually. The department reports directly to the chancellor of the university.

In 2013, the Park Foundation announced a \$50 million gift to [begin an endowment for the Park Scholarships](#) at NC State. Now, as NC State carries out its [Think and Do the Extraordinary Campaign](#), the Park Scholarships program is building on this generous gift and growing its endowment. The Communications Manager will play a key role in this effort, and the overall work to advance the mission of the program and the university.

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## DESCRIPTION

The Communications Manager reports to the Park Scholarships Assistant Director for Development. The position leads the strategic development and implementation of a comprehensive marketing and communications plan that supports the Park Scholarships mission. The Communications Manager needs to be energetic, collaborative, innovative, responsive to input, and dedicated to excellence in all print communications, digital/web communications, media, and public relations.

The position develops, facilitates, and implements the brand strategy that strengthens the program, enhancing the program's visibility and recognition. The position works collaboratively with the Assistant Director for Development to grow philanthropic support, with the Assistant Director for Recruiting and Selection to enhance outreach to prospective Park Scholars, and with all Park Scholarships staff to lead program-wide communications. The position manages production of all communications. The Communications Manager serves as the point of contact for outside media, University Relations, and university faculty and staff for all communications. The individual practices the highest ethical standards, team spirit, and openness to critical conversations.

Responsibilities may include, but not be limited to:

- Oversee and implement a strategic communications plan
- Manage creation of all print and online Park Scholarships content
  - Annual Report: develop ~40 pages of content, work with external designers and printers to produce a high-quality product
  - Recruiting materials
  - All web and social media content (profiles, news stories, press releases, etc.) and design
  - A bi-monthly e-newsletter
- Write communications on behalf of the director, including correspondence, presentations, speeches, etc.
- Create presentations and graphics
- Manage Park Scholarships social media, including around special events such as NC State's Day of Giving
- Select and work with vendors as appropriate
- Copyedit and provide feedback on materials as needed by Park Scholarships staff
- Manage communications with Park Scholars and staff/faculty via Google Groups or other means
- Work with the Park Alumni Society to manage alumni communications via an internal online community

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The logo for NC State University, featuring the text "NC STATE UNIVERSITY" in white, bold, sans-serif capital letters on a red rectangular background.

### QUALIFICATIONS

The Communications Manager must:

- Work well with diverse volunteers, students, and colleagues as part of a team in a large, complex research university; understand how to communicate with diverse constituents
- Demonstrate the ability to create and lead a strategic communications plan
- Manage web, digital, and print media and adapt information to a variety of target audiences
- Independently write and produce strong content that clearly communicates a variety of messages
- Possess a strong design aesthetic, including the ability to originate concepts and communicate them by combining powerful images, text, and design
- Demonstrate the ability to edit, proofread, and provide constructive feedback to other writers
- Be able to quickly adopt the concepts of NC State's brand, such as strategy, voice, tone, and visual identity, and the voice and tone of the Park Scholarships director
- Effectively use social media to advance a brand
- Effectively use and collaborate with Google tools available in G Suite including Gmail, Docs, Drive, Calendar, Slides, and Groups
- Create presentations using Microsoft PowerPoint and Google Slides
- Have the ability to take and edit high-quality photographs for use across publications
- Attend to details well
- Work proactively and independently
- Handle ambiguity and be flexible
- Manage multiple and competing priorities, projects, and deadlines
- Manage time well
- Demonstrate superior judgment
- Demonstrate exceptional organizational skills
- Build effective internal and external relationships

Minimum qualifications include a bachelor's degree in communications, English, marketing, public relations, or a related field, and progressively responsible and successful experience in communications or a related field.

Preference for at least 5 years of experience and experience with:

- Analyzing data and creating reports to assess effectiveness of marketing strategies
- Working with a Content Management System (CMS) such as WordPress and an email provider such as Bronto
- Adobe software such as Illustrator, Photoshop, or InDesign
- Honors/scholars programs/students
- Project management
- Land-grant/research university or nonprofit contexts
- Management of budget and accounting activities

### TO APPLY

Visit <https://jobs.ncsu.edu/postings/120468>

Applicants should submit a resume, cover letter, and names and complete contact information of three professional references, including email addresses and phone numbers.

Applicants must also submit a portfolio of work (if electronic, upload a document that includes a link to your portfolio). If any work is not entirely created/produced by the applicant, please explain.

Open until filled; review of resumes to begin **July 30**.

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NC State University is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, gender identity, age, sexual orientation, genetic information, status as an individual with a disability, or status as a protected veteran.

**SALARY**

Salary will be commensurate with education, qualifications, and experience. Anticipated hiring range: \$50,000-\$63,000.

**WORK SCHEDULE**

Monday – Friday, 8AM-5PM (flexible). Events require some night and weekend work.