

# COMMUNICATIONS OFFICER

## POSITION DESCRIPTION

As a Communications Officer, the fellow will participate in all aspects of communications and public relations at a nonprofit organization that serves hundreds of smaller, private colleges and universities and related supporting organizations. In addition, they will take a leading role in two major initiatives for the host organization: 1) a conference, which is an annual meeting of public relations and communications officers in all sectors of higher education, and 2) a wide-reaching public information campaign.

Activities related to the conference include:

- Collaborating with key staff to plan and organize the conference;
- Preparing and disseminating marketing materials;
- Identifying speakers and other participants; and
- Securing sponsors to help support the conference.

Activities related to the public information campaign include:

- Working with a social media consultant to develop the social media component of the campaign;
- Preparing digital communications;
- Conducting focus groups to gather information about the effectiveness of campaign materials;
- Raising funds to support the campaign (through proposals to foundations and raising funds from corporations);
- Helping to develop a public website for the campaign; and
- Developing a media toolkit for campus public relations officers.

Upon completion of the experience, the fellow will have developed a strong portfolio in communications, project management, and advocacy and be prepared to pursue a career in nonprofit strategic communications. They will have concrete evidence of expertise in print and digital communications, marketing, public relations, media relations, conference planning, public information campaigns, and fundraising.

***\*\*This position description from a past competition of the Mellon/ACLS Public Fellows program is intended to serve as an example of one of the diverse roles in which fellows translated their humanities skills into successful work and post fellowship careers. For more information about past placements in this program, see the Recent Awardees page on the ACLS website.\*\****



## QUALIFICATIONS

- PhD in the humanities or interpretive social sciences.
- Excellent communication skills, especially in writing and editing.
- Ability to translate ideas into concrete project plans and action items.
- Positive attitude and a dedicated sense of urgency in serving host organization member interests.
- Strong project management skills.
- Ability to work well individually and collaboratively.
- Eagerness to promote the value of liberal arts education and independent liberal arts colleges.
- Ability to thrive in a fast-paced, demanding work environment.

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