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Communications Director

**About North Park**

Founded in 1891, North Park University is a Christian university affiliated with the Evangelical Covenant Church of over 3,200 students from around the country and the world. Located for over 125 years on the land of the Miami and Potawatomi tribes in what is today Chicago’s northside, NPU has recently been designated a Hispanic Serving Institution and is committed to serving diverse populations. Elevating North Park University’s core distinctives of Christian, city-centered, and intercultural, NPU values diversity among its Faculty and is committed to building a racially and culturally diverse intellectual community, and strongly encourages the nomination and candidacies of persons who are Black, Indigenous, and People of Color regardless of gender.

North Park University is located in the Albany Park neighborhood of Chicago, one of the most ethnically diverse zip codes in the United States. It is nine miles from downtown Chicago. The North Park campus has often been referred to as an oasis in the heart of the city – a place where students from urban, rural, and suburban backgrounds alike can call home. And all of this within the major metropolitan backdrop of Chicago: one of the world’s largest and most diversified economies, renowned for its museums and music, and voted best large city in the U.S. for four years in a row by Condé Nast Traveler.

**Mission**

The mission of North Park University is to prepare students for lives of significance and service through education in the liberal arts, professional studies, and theology.

**Vision**

Building on our core institutional identity—Christian, city-centered, intercultural—our vision is to create a university of uncommon character and enduring excellence, where faith, learning, and service meet.

**Department:** University Marketing and Communications (UMC)

**Position Summary:** The Communications Director is responsible for the oversight of the communications team within the office of University Marketing and Communications. The Communications Director will provide planning and execution of strategic communications, content marketing, and public relations. This role is responsible for guiding North Park University’s communications strategies, including internal, external, media relations, and crisis communications strategies. Oversees the development and optimization of internal and external communication mechanisms and infrastructure to improve capabilities and brand alignment. This position collaborates closely with UMC staff, leading the communications team and reporting to the Senior Director of University Marketing and Communications.

**Essential Responsibilities**:

* Develops and implements a comprehensive communications strategy with clear goals and metrics for success.
* Serves as writer and editor for all university publications, including the alumni magazine, *North Parker*.
* Drives strategy and content creation for North Park’s channels, including newsletters, website, and social media.
* Directs the writing of news articles and press releases and writes articles and releases as needed.
* Serves as a thought partner to the Senior Director of University Marketing and Communications and other members of UMC leadership team.
* Lead, mentor, develop, and support the communications team staff.
* Hires and manages freelance writers as needed.
* Collaborates with university partners in Admissions and other offices to develop strategic communications that support enrollment goals.
* Oversees three direct reports on the communications team.
* Collaborates with the communications team on media relations and news to maximize outreach efforts.
* Makes high-level contributions to the media interface, including writing press releases, planning, and organizing media coverage for major events, and crafting responses to sensitive or controversial issues.
* Performs other related work as needed.

**Essential Qualifications:**

* A bachelor’s degree and a minimum of three–five years of relevant experience in the communications field; master’s degree preferred
* Familiarity with the *Chicago Manual of Style*
* Ability to manage projects, work independently, prioritize tasks, respond effectively to multiple demands, and meet deadlines
* Excellent interpersonal communications skills
* Superior writing, editing, and project management skills
* Expertise with media relations, crisis communications, and print/digital publications
* Demonstrated commitment to high standards of detail and accuracy and institutional alignment
* Strong computer skills and knowledge of web-based communications.
* Personal commitment to North Park’s mission of Christian higher education.
* Ability to embrace and effectively communicate North Park’s Christian, city-centered, and intercultural distinctives.

**Effective Date:** May 2023