



**Job Title:** Director of Communications

**Department:** President's Office

**Reports to:** University President

**Supervisory Responsibility:**

- Digital Media Specialist

**Status:** full-time, hourly pay rate

**Salary Range:** \$19.00 - \$23.00/hour

**Office Use Only:**

**FLSA Status:** ['Exempt' or 'Non-exempt']

**Hours (if part time):**     ¼     ½

**Starting Wage:** \_\_\_\_\_

**Purpose:**

The Director of Communications shapes, stewards, and executes the University's brand. This individual owns how the University is seen, heard, and experienced across all platforms and in all spaces. We describe this individual as GNU's "ultimate ambassador" and "chief storyteller." The core mission of this position is to elevate the awareness of Great Northern University to its relevant stakeholders and the general public.

First and foremost, the Director of Communications is a strategic leader who understands how to identify, clarify, evaluate, and build the Great Northern University brand. This capability and gifting are absolutely essential to this role. Secondly and, if so skilled, the Director of Communications is a hands-on creator, who designs and executes the work, or seeks skilled expertise to bring the brand into vibrant life.

The Director collaborates closely with all departments to ensure that internal and external messaging reflects GNU's values and presents the institution with brand integrity, cohesion, and consistency—advancing a unified "one voice" communication standard. The Director establishes a clear and compelling institutional tone and brings it to life through high-quality, multichannel storytelling across digital, print, social media, video, and in-person experiences.

This role requires a creative and strategic leader who can build and refine communication systems, think strategically, execute with excellence, and develop scalable communication processes that strengthen the University's reputation over time.

Due to the importance of cross departmental collaboration and team unity, this position is 100% on campus. Off campus work is subject to supervisor approval.

**Areas of Accountability**

Sometimes it is hard to decipher exactly what matters in a job description. Phrased another way, how will you know if you will be successful? To be clear, the Director of Communications is responsible for the following measurable outcomes in these five key areas.

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Key Areas	What Success Looks Like	Measurable Outcomes
Brand and Reputation	GNU has a clear, consistent, and trusted brand presence.	<ul style="list-style-type: none"> <li>• Consistent messaging across all platforms, increased engagement and visibility, strong storytelling and brand alignment</li> </ul>
Enrollment Growth	Communications help generate student interest and applications.	<ul style="list-style-type: none"> <li>• Growth in inquiries, tours, and applications, increased conversion rates from social, website and campaigns</li> </ul>
Website and Digital Strategy	GNU's digital presence is branded, clear, and conversion-focused.	<ul style="list-style-type: none"> <li>• Improved website traffic and SEO, increasing viewer conversion to apply, tour, or request info, growing social and email engagement</li> </ul>
Systems and Execution	Communication processes are organized, efficient, and scalable.	<ul style="list-style-type: none"> <li>• Timely campaign execution, clear workflows and communication systems, maintain accurate data and content management</li> </ul>
Leadership and Collaboration	The Director strengthens culture, collaboration, and public representation.	<ul style="list-style-type: none"> <li>• Strong cross-department teamwork, professional event and public presence, strategic leadership and initiative shown consistently</li> </ul>

### GNU Team Values: Will you fit on GNU's team?

- Christ-like: I am determined to function in godliness to strengthen and honor those around me.
- Dedicated: I stand firm on biblical truths in regular practice and in the face of contrary culture.
- Warmly professional: I perform my work with diligence and dignity while also prioritizing relationships.
- Motivated: I think, plan, and act in alignment with strategic plans and wisdom.
- Dynamic: I am characterized by a positive attitude consistent in activity and progress.

### Values Specific to this Position: Will your values fit this position?

- Strategic
- Storyteller
- Analytical, especially with respect to brand alignment
- Unashamedly resourceful
- Collaborative

### Education:

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- A minimum of Bachelor's degree

**Experience:**

A work history with experience in the field of communications, strong working knowledge of online content strategies, history of writing and editing, and managing in a professional setting preferred

**Skills and Characteristics:**

- Commitment to the University's mission, including full agreement with and adherence to the University's Code of Belief and Conduct.
- Demonstration of spiritual maturity and an unequivocal commitment to the local church
- Proven ability to build a brand
- Self-starter with a proactive, solutions-oriented mindset, able to initiate projects, manage deadlines, and follow through with excellence.
- Strong understanding of content creation best practices, including audience targeting, platform specific strategy, and brand-aligned messaging.
- Exceptional verbal and written communication skills, with meticulous attention to grammar, syntax, tone, and clarity across all communication materials.
- Professional presence and demeanor, representing the University with confidence, credibility, and discretion.
- Highly adaptable, able to navigate shifting priorities, urgent needs, and fast-moving communication demands.
- Proficiency with digital communication and content creation tools, including Adobe Creative Suite, Canva, Wix, RegFox, Microsoft Office, and database/content management systems such as Populi.
- High emotional and cultural intelligence, demonstrating sensitivity, awareness, and sound judgment in all interactions and messaging.
- Demonstrated responsibility, confidentiality, and discretion, especially when handling sensitive information or representing institutional leadership.
- Collaborative working style, thriving in cross-departmental environments and building positive relationships with students, faculty, staff, donors, vendors, trustees, and community partners.
- Strong interpersonal skills, enabling effective communication, conflict navigation, and stakeholder engagement at all levels of the institution.

**Work condition and environment:**

This position operates in an environment of higher education, primarily a professional office environment. This role routinely uses standard office equipment such as computers, phones, and photocopiers, and will frequently interact with other members of the GNU community, i.e. students, faculty, other administrators, parents, partners, and the general public.

**Physical activities and requirements:**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

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While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand, walk, use hands and fingers to handle or feel, and reach with hands and arms.

The employee will be regularly required to sit, climb or balance, stoop, kneel, crouch, or crawl. The employee will need to have the ability to regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.

Occasional travel is expected for this position.

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