



# Prescott College

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## Position Description

### Director of Undergraduate Marketing & Public Relations

**Department:** Student Affairs and Admission

**Reports To:** Dean of Student Affairs, Enrollment and Marketing

#### Summary:

Prescott College, founded in 1966, is a leader in developing and refining experiential and online educational models to keep the college at the forefront of institutions seeking to address issues. Experiential, field-based, and collaborative learning are hallmarks of the Prescott educational experience. Prescott students are educators, activists, counselors, researchers, innovators, and entrepreneurs—all of whom are eager to make a difference in their local and global communities. Prescott is proud to serve a diverse student body passionate about making a long-lasting impact on society and the environment.

The Director of Undergraduate Marketing and Public Relations leads and executes integrated marketing and communications strategies for the on-campus undergraduate programs at Prescott College. Reporting to the Dean of Student Affairs, Enrollment, and Marketing, this role provides strategic counsel and day-to-day execution across channels.

This on-campus role translates the academic vision, interdisciplinary strengths, and the culture of the campus into actionable marketing and communications plans that align with college-wide brand standards, messaging, and objectives. The Director collaborates closely with undergraduate admissions, undergraduate academic leadership and the college marketing team, including design, web strategy, social media, marketing, brand experience, and public affairs—to ensure high-quality, consistent, and effective outcomes to elevate the visibility and impact of the unique Prescott College experience.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Partner with the Dean and College leadership to develop and implement an annual strategic marketing and communications plan aligned with college priorities. Serve as a strategic advisor to the Dean on marketing and communications opportunities, results, risks, and emerging trends.
- Oversee the planning, development, and execution of integrated marketing and communications initiatives across digital, print, web, social media, email, events, and media. Project-manage and collaborate with campus teams to scope projects, manage timelines, and prioritize resources in accordance with established service-level agreements. Track and report progress against marketing and communications goals, KPIs, and timelines to the Dean.
- Guide the development of compelling content that highlights Prescott College's holistic academic experience centered around experiential learning, student outcomes, and career readiness.
- Identify and develop opportunities for faculty thought leadership, expert commentary, and media placement.
- Represent the College in the Prescott community.



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- Contribute to all aspects of undergraduate marketing ranging from taking pictures to writing student success stories to identifying and implementing strategic initiatives.
- Ensure accuracy, quality, and consistency of messaging across all platforms.
- Serve as a strategic advisor and principal writer for the Dean. Develop and deliver clear, timely, and consistent messaging to faculty and staff to support college priorities, shared governance, and institutional alignment. Draft communications, presentations, and talking points, and advise on messaging and event programming for sensitive or high-impact issues.
- Contribute to the planning of events, symposia, and commencement activities.
- Model best practices in higher education marketing and communications and stay current on industry trends and innovations. Contribute to a culture of collaboration, accountability, and continuous improvement.
- Perform other duties as assigned.

## **Required Qualifications**

- Bachelor's or master's degree in marketing, communications, journalism, public relations, or a related field.
- At least five years of progressive experience in marketing, communications, or related fields and the willingness to perform duties at all levels.
- Demonstrated ability to develop and execute strategic marketing and communications plans.
- Strong project management skills
- Exceptional written, verbal, and interpersonal communication skills.

## **Preferred Qualifications**

- Higher education marketing experience.
- Experience working with senior leadership and diverse academic stakeholders.
- Familiarity with higher education reputational drivers and what motivates students.