



Public Relations Director (full-time, 35 hours/week)
Busch School of Business and Economics
Position 102076

Position Summary: The Public Relations Director for the Tim and Steph Busch School of Business and Economics (SBE) will be responsible for promoting and implementing all the events, tracking, and marketing processes in support of the Dean's strategic priorities. The PR Director serves as the strategist for all school communications and messaging and focuses on identifying public/media relations opportunities for the Dean and faculty.

Essential Responsibilities Include: Educate and promote virtue-based business and principled entrepreneurship among Catholic business and civic leaders, journalists, and other public intellectuals through the following: annual business conference planning, TV and radio appearances, newspaper articles, opinion pieces, books, and conference sponsorships. Introduce the School and its ideas, and foster engagement. Manage and update website content via the University's content management system (Cascade); monitor and assess website analytics; and increase online presence to potential target audiences with SEO strategies. Contribute to increase number and quality of undergraduate and graduate applicants through targeted emails, direct mail, and social media. Develop and manage Busch School social media marketing campaigns and day-to-day activities for Facebook, Twitter, Instagram, YouTube, LinkedIn, and SnapChat. Promote the School's programs, news, events, publications, faculty, alumni, students, etc. through the SBE website, social media, and email marketing. Create and send communications to the School's constituents (Blog articles, videos, school announcements, news, invitations, etc.). Improve engagement, support, and advocacy among SBE alumni. Build and manage a rich content editorial calendar, conduct analytical projects to improve blog/e-news strategies/tactics, and grow the email subscribers, and expand our e-news's overall reach. Coordinate Busch School marketing, advertising, and PR initiatives with the University's Office of Marketing and Communications, to ensure consistency with the University branding strategy. Manage the SBE contacts database in Mailchimp. Encourage scholars to adopt virtue-based business and principled entrepreneurship through journal publications and teaching materials.

Minimum Qualifications: Master's Degree with at least 5 years of experience in marketing and communications, advertising and digital marketing.

How to apply: forward application, resume, and cover letter with salary requirements as an attachment to (salary expectations are considered part of application process): CUARecruitment@cua.edu. Reference position 102076 in subject line of email. Please do not include photos on resumes and save documents with first/last names. All applicants must be supportive of the mission and vision of *The Catholic University of America*. Position open until filled.

THE CATHOLIC UNIVERSITY OF AMERICA

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