



Division of Advancement

Executive Director of Marketing & Communications

Henderson State University invites applications and nominations for the position of Executive Director of Marketing & Communications. This is a full time position as Henderson's chief marketing and communications officer, responsible for the development of strategies to enhance the college's reputation locally, regionally and nationally. The Director will report to the Vice President for University Advancement and will work collaboratively with the President. The Director plans, directs and manages Henderson's marketing and communications activities, including publications, graphic design, public relations, media relations, and website development.

The Director advances the university's mission through brand marketing that is cohesive and communicated in traditional communications and marketing disciplines, social media, digital, and event marketing to support an array of university activities, including admissions, fundraising, alumni relations, student life, and academic affairs. The Director will manage media relations and supervise a small team in a collaborative, fast-paced, and diverse work environment.

Qualifications: Henderson State University is an Equal Opportunity Employer/Affirmative Action Employer with a significant commitment to the achievement of excellence and diversity among its faculty, staff and students. In pursuit of this commitment, the successful candidate will possess a degree from an accredited university in Public Relations, Communications, Marketing, Journalism, Graphic Design or a related field and have a minimum of 5 years of professional experience leading communications, marketing or public relations efforts in a college or university setting. The successful candidate will also have excellent oral and written communication skills, a commitment to diversity, and to serving the needs of a diverse population. Prior supervisory experience, the ability to speak effectively to external audiences, and an understanding of the unique nature of higher education are also required for the position. The position will also entail occasional travel and the ability to work during evenings and weekends as needed.

The University: Henderson is located in Arkadelphia, a charming, family-centered community of 11,000 residents situated one hour south of Little Rock. Nestled in the foothills of the Ouachita Mountains, the community is home to two universities, a strong public school system, a thriving medical community, two recreational rivers, the iconic Lake DeGray, and is approximately 30 miles from historic Hot Springs National Park, one of the great American treasures.

Application process: A letter of application addressing position qualifications, current resume, and contact information for three current references should be submitted to:

Ms. Carrie Roberson, Chair of the EDMC Search Committee
by e-mail to robesc@hsu.edu

Finalists will be asked to provide official transcripts. A review of applications will begin on Monday, Dec. 2.

Please note that under the provisions of Arkansas' Freedom of Information Act, applications are subject to public inspection. Finalists will be asked to provide official transcripts. The applicant selected for this position will be required to submit to a background screening including criminal background check and a financial history check.