

# **Carleton College Exempt Position Description**

**Job Title:** Internal Communications Manager - Grade 12

**Reports To (Title):** Director of Digital Strategy & Public Affairs

**Department:** College Communications

**Division:** External Relations

**FLSA:** Exempt/Full-time

## **Position Overview:**

The Internal Communications Manager is a strategic communicator and skilled writer responsible for creating and disseminating timely and meaningful content that informs and engages faculty, staff, and students. Working with senior leadership and campus partners, this position plays a key role in establishing and implementing strategies that support the College's goal of communicating to its internal community proactively, intentionally, and with transparency and creativity.

The ideal candidate will possess exceptional judgment, an entrepreneurial mindset, an unflappable attitude, and an ability to develop strong relationships across an organization. They should be motivated by deadlines, accepting of feedback, and unphased by an environment that can be fast-paced and require flexibility.

As a member of the College Communications team and while working closely with the President's Office and the Dean of Students or her designee, the Internal Communications Manager plays a key role in planning, creation, implementation, and assessment of internal communications methods. Primarily, this position will manage a new email newsletter for faculty, staff and students, and provide support to the College's senior leadership by editing and distributing key messages. In addition, the manager will provide expertise on internal communications strategies to departments and offices across the College.

*This role occasionally requires work to be completed during the evening and on weekends.*

## **Essential Job Functions/Responsibilities:**

- Coordinate, implement, and assess internal communications strategies for faculty, staff, and students on behalf of the College and its senior leadership.
- Develop and manage an internal email newsletter, and lead all aspects of its production, including editorial planning, writing and editing, vetting, graphic and digital content creation, and distribution.
- Edit key messages for senior leaders, and support and advice on their distribution.
- Attend important administrative meetings and events to develop a clear sense of the Carleton landscape and stay informed of College activities.
- Establish relationships with faculty, staff, and students across the College to develop an understanding of their communications priorities, and stay current on their needs.
- Advise individual departments and offices on internal communications strategies, and help promote their news, events, and activities through College-owned channels. Work closely with others on campus who help schedule and plan events.
- Assist with the creation of internal communications policies.
- Assist with writing and copy editing for other College Communications initiatives.
- Other duties as assigned.

**NOTE:** This job description is not intended to be all inclusive. Employee may perform other related duties to meet the ongoing needs of the organization.

**Describe Supervision Received and Exercised:**

The Internal Communications Manager is expected to take initiative and use independent judgment while responding to the needs, expectations and feedback of senior leaders. This position is supervised by the Director of Digital Strategy and Public Affairs and works closely with the Vice President and Chief of Staff, as well as other members of the College's senior leadership team and their staff. This position does not have direct reports but occasionally directs the work of others.

**Education/Experience/Skills (supported by job duties):**

**Required:**

- Bachelor's degree in communications, journalism, or public relations; or other bachelor's degree with relevant experience.
- Minimum of 5 years (5 to 10 years preferred) of directly related experience in internal.
- Must have experience with digital communications tools, such as managing email newsletters and websites, creating graphics, and producing or editing short videos.
- Clear and concise written communication skills, and outstanding editing skills.
- Exceptional judgment, a keen ability to "read the room," and an aptitude for providing context in communications.
- Strong interpersonal skills and a commitment to developing relationships across an organization.
- Deadline-driven, highly organized, and able to accept and respond to feedback with tact.

**Preferred:**

- Experience working with senior leadership in an organization preferred.
- Experience working in higher education preferred.