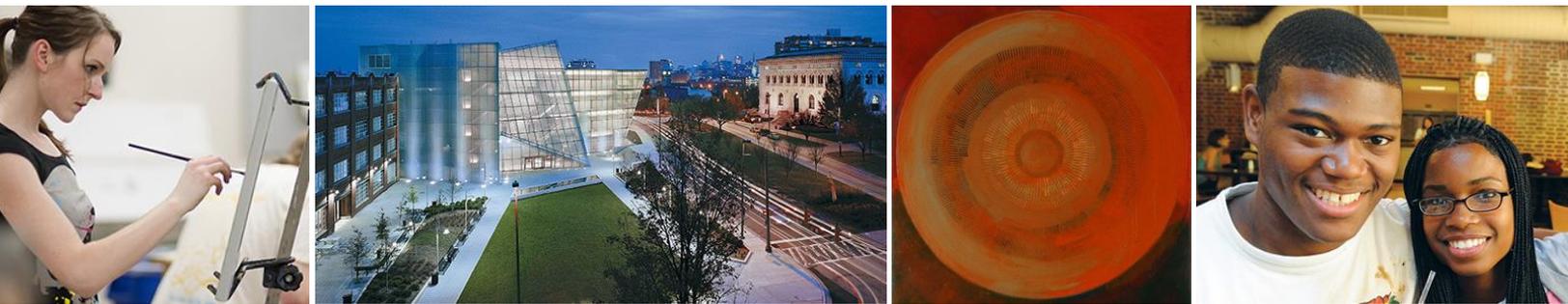


Maryland Institute College of Art (MICA)
Baltimore, MD

Position Profile
Director of Communications
January 2016

Prepared by:
Summit Search Solutions, Inc.



www.mica.edu

THE INSTITUTION

Founded in 1826 – **Maryland Institute College of Art (MICA)** is the oldest continuously degree-granting college of art in the nation. MICA has become the leader in the education of artists and designers by fostering a community of talented, creative individuals committed to redefining the boundaries of art and design and to expanding their own vision and perspective through rigorous study.

The College enrolls nearly 1,863 undergraduate, and 306 graduate and continuing studies students from 48 states and 54 countries in fine arts, design, electronic media, art education, liberal arts, and professional studies degree and non-credit programs. Redefining art and design education, MICA is pioneering interdisciplinary approaches to innovation, research, and community and social engagement. Alumni and programming reach around the globe, even as MICA remains a cultural cornerstone in the Baltimore/Washington region, hosting more than a hundred exhibitions and events annually by students, faculty and other established artists.

- Ranked in the top 10 of MFA programs in the visual arts, #3 in Graphic Design, and #5 in Painting/Drawing by *U.S. News & World Report*.
- In each of the past seven years, MICA has been listed as a top producer of Fulbright Scholars among specialty schools by *The Chronicle of Higher Education*, and was ranked No. 1 in 2008-09, in 2012-13 and in 2013-14.
- Listed among the 25 best U.S. design schools by *ID* magazine and selected as top 20 U.S. design school by *GDUSA* magazine.
- The Princeton Review named MICA a "Best Northeastern College" each of the last eight years.

In July 2014, Samuel Hoi became the next president in the College's 188 year history. He assumed leadership at MICA following a period of unprecedented growth in the College's reputation, programs, enrollment, financial strength, and the endowment. To read more, click the following link: http://www.mica.edu/About_MICA/Samuel_Hoi_President.html

Location: Baltimore, MD

THE OPPORTUNITY

The **Director of Communications** will lead and build the College's national and international visibility efforts through media and news, and, when necessary, act as an institutional spokesperson. He/she will manage a public relations department that implements complex media plans, social media strategies, and electronic and print news communications. The Director is responsible for the following areas: national and image-based media efforts, routine and ongoing local/regional media efforts, crisis communications, print and online news publications, social media, administration, and team management and staff supervision.

This is an exceptional opportunity for a creative person who loves to tell the story of an organization. MICA offers world-class programming, facilities with character, a new president with an exciting vision, and art and beauty abound.

Reporting relationships:

- Reports to the Vice President for Strategic Communications.
- Direct reports include the Assistant Director of Public Relations, a Social Media Strategist and a Special Projects Manager (writer/editor).

Essential Duties and Responsibilities:

- Develop comprehensive, strategic plans for public relations activities aimed to raise the College's profile nationally, regionally and locally, and follow through with the implementation.
- Act as managing editor and writer for selected publications, including College magazines.
- Project manage and lead key, institutional College communications campaigns by identifying, developing, writing, preparing interviewees and promoting to targeted media newsworthy story ideas about MICA's programs, faculty experts, students, alumni, administrators, admissions, development activities, exhibitions, awards and other campus priorities.
- Provide high quality research, interviewing, writing, editing and proofreading services for MICA's institutional publications, news releases, MICA.edu and fyi.mica.edu websites, online newsletters (including external e-mails and monthly visibility reports) and marketing materials.
- Manage social networking outreach (through Twitter, Facebook, Flickr, Instagram, etc.), provide marketing support and help expand upon the Website's interactive features, such as video and audio clips.
- Take leading role, as a senior member of the Communications Office, in planning/strategic messaging and marketing meetings.
- Track ongoing media projects, provide status reports and planning documents for review by appropriate staff and faculty, and assess the team's effectiveness in achieving institutional media goals.
- Plan press events and serve as hands-on liaison for College departments.
- Assist in informing the campus and community about crisis situations as specified by the Crisis Communications Plan.
- Oversee public relations budgets in consultation with Vice President for Strategic Communications.
- Supervise public relations administrative and organizational responsibilities, such as clipping and database services, press release and clip files, College's media database and mailing lists, press release letterhead and other supplies, office subscriptions, and distribution of media clips to board and key staff.
- Facilitate media coaching for faculty, staff and students, and mentor students who act in public relations/communications capacities for class projects.
- Serve on multiple interdepartmental committees, providing communications insight and maintaining relationships across campus.
- Perform other related duties as assigned.
- Supervise the Associate Director of Public Relations and work study students.

Qualifications:

- Bachelor's degree in media relations, journalism or a related field.
- Minimum 5 - 7 years of experience at implementing complex media plans in a corporate, institutional or agency environment.
- Experience with the day-to-day management of a busy media relations team.
- Strong writing, editing and oral communication skills, and flexibility to work in both AP and Chicago style.
- Strong regional and national network of media contacts.
- Ability to work effectively with College executives, trustees, staff and faculty at all levels, students and external constituencies.
- Experienced public relations professional with a proven track record of success in placing key stories in a range of media outlets, from local to national and from trade to general interest.
- Flexibility and experience to manage multiple projects and challenging deadlines.
- Understanding of national media trends and ability to connect institutional stories with national trends; and an entrepreneurial approach to story and message development and pitching.
- Proficiency in MS Office applications and social media tools.
- Comfortable working with a website content management system.
- Appreciation for the role and impact of higher education, specifically art and design education on society.

PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled.

Click the following to apply and submit your CV/resume: [Apply Now](#)

Or copy and paste the following link into your browser:

<https://summitsearchsolutions.catsone.com/careers/index.php?m=portal&a=apply&jobOrderID=6709623&portalID=5652>

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The Maryland Institute College of Art (MICA) is proud to be an equal opportunity employer. It is the policy of the College to apply recruiting, hiring, promotion, compensation, and professional development and disciplinary practices without regard to race, religion, color, age, gender identity or expression, national origin, citizenship, marital or parental status, sexual orientation, disability, or any other legally protected status. Further, MICA provides reasonable accommodation to persons with mental or physical disabilities.



[Summit Search Solutions, Inc.](#) is a boutique executive search firm dedicated to serving education, healthcare and not-for-profit communities nationwide. Based in Asheville, NC, Summit has a team of experienced recruiting consultants in strategic locations across the country including NY, NC, CO and CA.



BALTIMORE, MARYLAND

Nicknamed the “charm city”, Baltimore offers a unique blend of historic charm, ethnic heritage and urban vitality, serving a community of people of all backgrounds and interests.

Located at the heart of the United States' east coast art corridor, Baltimore offers tremendous art resources—including the Baltimore Museum of Art, Walters Art Museum, and a thriving art scene with both underground and nationally renowned galleries featuring the work of contemporary artists. It offers easy access to the collections of the finest museums and galleries in the country. MICA offers regular, inexpensive bus trips to Washington, D.C., New York City, and Philadelphia.

Baltimore has the charm, sophistication, and amenities of a major city, but the neighborly feel of a town. There are all-night diners, avant-garde theatres, independent film festivals, ethnic restaurants, family-friendly open-air concerts and movies, gritty clubs, quirky coffeehouses, and John Waters. In 30 minutes, you can drive from the urban bustle of Baltimore’s Greek-town or Little Italy to Maryland’s vineyard and horse country.

Baltimore offers something for just about every taste and interest. You can buy groceries fresh from one of many city markets—including Lexington Market, the oldest continuously operating city market in the country—or directly from a street vendor’s pony-drawn cart. A brisk walk through Baltimore’s business district will take you from the one-of-a-kind, family-run Italian grocery Trinacria to a recently opened Whole Foods Market.

Baltimore is also probably the last urban place in America where high-ceilinged, well-lit studio space is still available and affordable for artists. The city's neighborhoods each have their own distinctive culture, architecture and charm.

Baltimore Facts:

- Baltimore is in north-central Maryland on the Patapsco River to where it empties into the Chesapeake Bay.
- Boasts 347 city-owned parks.
- The site was settled in the early 17th century and founded as a town in 1729. The town was named after Lord Baltimore, the founder of Maryland, and was incorporated as a city in 1797.
- The city is independent and does not fall within any county.
- The city is home to the Johns Hopkins Hospital.

For additional information on Baltimore, please visit:

The Official Website of the City of Baltimore, MD - <http://www.baltimorecity.gov/>
Baltimore Business Journal - <http://www.bizjournals.com/baltimore/>
Baltimore Collegetown – <http://www.baltimorecollegetown.org>