



OREGON COLLEGE *of* ORIENTAL MEDICINE

ocom.edu | 75 NW Couch Street, Portland, OR 97209 | 503-253-3443

Director of Communications and Marketing

Are you looking for an opportunity to work for an organization that is helping to change our world for the better? If so, Oregon College of Oriental Medicine (OCOM) might be the perfect place for you.

Our campus and offices are in the heart of Old Town Chinatown, in the LEED Gold certified remodel of the former Globe Hotel building. Tom McCall Waterfront Park and the Willamette River are just a block away. You'll also enjoy easy access to the MAX Light Rail, other mass transit, and cycling routes.

OCOM is a nonprofit graduate medical school in Portland, Oregon. Our mission is to transform health care by educating highly skilled and compassionate practitioners, providing exemplary patient care, and engaging in innovative research within a community of service and healing. OCOM's primary activities are providing studies for specialized graduate degrees; operating two teaching clinics, providing affordable care for patients and hands-on experience for student interns; and conducting acupuncture and Chinese medicine research. *For more information about the college, please visit ocom.edu.*

We are seeking a dynamic **Director of Communications and Marketing** to join our team.

Position Summary

The Director of Communication and Marketing is responsible for coordinating the public relations aspect of OCOM's clinical and academic programs, and is central to both internal and external official college communications. The person in this position will build upon and sustain the college's reputation for excellence, innovation, graduate success, and patient satisfaction by writing and delivering press releases, advertising, website, social media, and other external communications of the college.

This position is also responsible for: coordinating community events that support OCOM's continuing education and community programs; coordinating on-campus events that enhance awareness of the college and its services, while fulfilling the college's mission and values; and managing/supporting work-study students in the Communications department.

This is a full-time position and is eligible for the OCOM employee benefits package, which includes medical, dental, college-sponsored LTD/STD plans, paid holidays, and paid days off. The salary range is \$50,000-60,000.

Essential Functions

- Create and launch press releases and marketing campaigns, including print, web and social media
- Coordinate with the President's Reports group on internal communications initiatives
- Coordinate and attend ongoing team meetings, strategic workgroups, and other institutional workgroups as needed
- Data entry, tracking, and reporting in Greater Giving event registration software and Google Drive
- Maintain and update college media accounts, including but not limited to Facebook, Instagram, LinkedIn, Twitter, YouTube, and Pinterest
- Prepare reports on communications and impact as needed to support institutional grants, operations, self-studies, and strategic planning
- Plan, implement, and track annual community events that enhance the college's reputation, including but not limited to: Community Education (CE) classes, Annual Conference, and Lan Su Chinese Garden speaker series

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- Coordinate institutional community outreach opportunities and implement the faculty/student staffing plan required in conjunction with Admissions staff and Student Services Manager
- Manage alumni website, newsletters, and Continuing Education events
- Commute to events as needed to provide staffing/OCOM representation at community, sponsored, and professional events
- Work with the media and external organizations to set up interviews with faculty and staff
- Coordinate members of the college to be featured on radio, TV, or the Internet
- Implement OCOM external communications strategy and message development and communication plans
- Assist college leaders with internal communications, and with internal and external communication campaigns and strategies
- Develop strong relationships with media reps and maintain the college's media list
- Develop content for promotion and enrollment of graduate students in alignment with academic policies, accreditation standards, and strategic plan
- Develop "speaker's bureau" and other faculty/staff/alumni profiles for print and online publication
- Develop content for print brochures and other marketing handouts, flyers, and digital newsletters, in concert with the Publications Coordinator and other college staff
- Develop content and direction for internal and external publications such as newsletters, releases, email announcements, planned publications, online features, Intranet, videos, and other special projects and assignments
- Create rich and creative web content that is optimized for search engines
- Engage in ongoing professional development
- Meet regularly with Clinic Operations and Director of Graduate Admissions to align marketing to be responsive to clinic fill rates and student recruitment needs
- Develop contracts and relationships around facilities rentals to outside parties
- Some teaching or guest lectures in professional skills course series may be required
- Support faculty with multimedia educational projects

Knowledge, Skills, and Abilities

- Knowledge of databases required; experience with Google Drive/G-Suite and GreaterGiving preferred
- Ability to draft and edit copy for newsletters, blog, and press releases
- Competency with Google apps and Microsoft Office suite
- Fluency with managing a Google Adwords account and reporting as well as social media marketing techniques
- Event management and coordination experience
- Expertise with all common social media platforms
- Travel and off-campus meetings are expected as part of this position; a working vehicle and valid driver's license are required

Education and Experience

- A master's degree is preferred; a minimum of a bachelor's degree and 2-3 years experience is required, with advanced graduate studies in journalism, marketing, communications, business, and/or AOM preferred
- One to three years of similar experience
- Nonprofit experience, ideally at an education or medically focused institution preferred
- Multilingual preferred
- Knowledge about Chinese medicine and acupuncture preferred

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To Apply

Send cover letter and CV (.pdf format only) to **HR@ocom.edu**. In your cover letter, please answer the question, *"How would this position at OCOM fit with your long-term professional goals?"*

Notice of Nondiscrimination

OCOM recognizes the individual dignity of each employee, student, patient, volunteer, and job applicant. OCOM does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, marital or familial status, sexual orientation, gender identity, veteran status, or any other basis prohibited by local, state, or federal law.

Title IX of the Education Amendments of 1972 prohibits discrimination based on sex in educational programs, including areas such as admissions, financial aid, scholarships, course offerings and access, employment, and other services. Title IX protects students and employees, both male and female, from unlawful sexual harassment, including sexual violence, in college programs and activities. OCOM has designated a Title IX Coordinator to whom questions or concerns about this notice should be addressed: Amber Appleton, 75 NW Couch Street, Portland OR 97209, or **titleix@ocom.edu**.

This policy complies with the spirit and the letter of applicable federal and local laws, including Title IX of the Education Amendments of 1972 and its implementing regulations, Sections 503 and 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990.