

The Bucks County Intermediate Unit is seeking a Program Director of Communications and Marketing.

The Program Director of Communications and Marketing is a member of Cabinet, responsible for leading the development and execution of a comprehensive communications, marketing, and engagement strategy that enhances the visibility, reputation, and growth of the Bucks County Intermediate Unit (Bucks IU.) This individual will oversee internal and external communications, develop a comprehensive communication and marketing plan that includes brand management, media relations, and digital marketing efforts to ensure consistent messaging and a strong organizational presence. The role also involves fostering engagement among stakeholders, including Bucks IU division heads, program directors, supervisory staff, prospective and current staff, prospective and current families and students, alumni, and the broader community, including Bucks County public and nonpublic schools. The Program Director of Communications and Marketing is responsible for managing the marketing and communications team including the Communications and Marketing Lead, Communication and Marketing intern(s), and any third-party contractors utilized by the Communications and Marketing Department, including photography and press story contractors.

Education and Experience:

- Bachelor's degree (B.A. or B.S.) in Communications, Marketing, Graphic Design, Public Relations, Journalism, Political Science, or related field required
- Master's degree is preferred.
- Professional Certification through Public Relations Society of America (PRSA), Accreditation in Public Relations (APR), or the National School Public Relations Association (NSPRA) or other communication industry related credential is preferred.
- Minimum 5-7 years of demonstrated leadership experience in a communications or marketing role, preferably within an educational institution or nonprofit organization.

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- Proven track record of developing and executing successful communication and marketing strategies.
- Experience managing media relations, crisis communication, and public relations efforts.
- Digital marketing and social media expertise, including website management, graphic design, overseeing social media, and video production and editing.
- Leadership experience with managing a team and department budget.

Applications will be accepted via the link below through 11:59 pm on January 30, 2025.

[Job Description - Program Director of Communications and Marketing \(24000618\)](#)

Questions? Contact Rebecca Roberts-Malamis, Deputy Executive Director for Bucks IU
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