



Director of Marketing and Communications

Lyon College seeks a dynamic individual to serve as Director of Marketing and Communications. As part of the Enrollment Services component, the Director is responsible for the strategic direction, execution, impact assessment, and sustainment of Marketing and Communications initiatives on behalf of Lyon College. This person will meet regularly with faculty and staff to grow the Lyon College brand. The Director will report to the Vice President of Enrollment Services and supervise a staff of professionals.

The Director will develop and comprehensively manage annual, quarterly, and monthly priorities in the areas of branding, media (web-based, digital, social, print), public outreach, and reputation management. The position will create and execute an annual marketing plan that enhances the College's mission and strategic plan approved by the campus.

Applicants should have strong backgrounds in supervising, implementing new strategies within a marketing setting, and writing skills. Additionally, working nights and weekends are required to achieve goals set forth by supervisor and the support of their team. A bachelor's degree in a related field is required and a master's degree preferred.

Lyon College is a private, selective liberal arts college affiliated with the Presbyterian Church (U.S.A.). It is located in Batesville, Arkansas, a safe and historic town of 10,000 that serves as commercial, medical, social, and governmental hub for an eight-county area. The College currently enrolls almost 700 undergraduate students from 24 states and 15 foreign countries. Entering freshmen have an average high school GPA of 3.5 and an average ACT composite of 24 and SAT score of 1117. Interested candidates should send a cover letter, resume, and the names, addresses, and phone numbers of three references to Mr. Donald R. Taylor, Director of Human Resources, 2300 Highland Road, Batesville, AR 72501 or electronically to jobs@lyon.edu with "Marketing Director" in the subject line. Review of applications will begin immediately and continue until the position is filled. To learn more about Lyon College go to www.lyon.edu.

Lyon College does not discriminate with respect to the hiring of applicants or with respect to the terms, conditions, or privileges of employment because of race, color, religion, gender, age, disability, sexual orientation, or national origin. It is the continuing policy of Lyon College to comply with any applicable state and federal law regarding equal employment opportunities.