Position Description

Position: Director of Communications
Reports to: President

Summary of Position:

The Director of Communications is responsible for managing and directing the SIFE Team’s internal and external communications. The Director will supervise public relations, create communication strategies, and may serve as a key spokesperson and media contact for the organization. The Director will also be responsible for the management and use of communication tools and platforms including OrgSync, WordPress (team website/blog), Facebook, Twitter, and Linkedin.

Duties & Responsibilities

- Understand and follow design and content guidelines provided by the La Sierra University Department of Integrated Marketing.
- Design and distribute content to promote the team and its operations utilizing various types of media.
- Develop and manage a team of creative designers and developers.
- Manage the team’s social media presence on Facebook, Twitter, Linkedin, and other networks.
- Manage the team blog/website utilizing the Wordpress platform.
- Develop and implement strategies to increase and maximize internal communication in the team.
- Assist the Director of Member Development in the development and implementation of strategies to increase team membership and retention.
- Develop and manage a program for public speaking and presentation opportunities in the community (including the SIFE Competition presentation and annual report).

Desired Skills & Experience

- Experience in leading and working in teams
- Strong oral and writing communication skills
- Public speaking and presentation skills
- Excellent organizational and multi-tasking skills
- Must work well under time constraints
- Must possess working knowledge of design and/or publications software (Adobe Creative Suite preferred, but will train).
- Ability to exercise considerable judgment and critical thinking ability
Applying for this Position:

All applicants must meet minimum qualifications for a student leadership position at La Sierra University in accordance with the student handbook. This includes a strict adherence to the drug and alcohol policy of the university and a demonstrated record of good citizenship. A minimum GPA of 2.75 is also required (3.0 recommended).

Qualified applicants will be invited to develop a short proposal and presentation regarding their qualification for and interest in the position and present the initial plans they intend to implement upon obtaining the position.

Click here to access the application form and begin the process.

Our Team:

The La Sierra University SIFE Team is one of over 1,500 teams in thirty-nine countries using the positive power of business to improve the quality of life and standard of living for people in need. Our team operates as a catalyst for sustainable development, ensuring that its transformative work can grow and continue in the future even without further SIFE involvement.

SIFE members from across the university work together, applying all that they learn in the classroom, and design projects to address some of the most difficult problems facing our world today. From transforming a shuttle bus into a mobile classroom, to providing displaced families with micro-loans and education to start new businesses, to using Bubble Wrap® to teach young students about ethics, we put our own education and creativity to work in creating value and making a difference.

Being a student is about more than paying tuition or enrolling in a course. To be a student is to prove the possible, to go out into the world as a catalyst for transformation. And when you see what just a few La Sierra University students can do, imagine what is possible for students all over the world!

What can a student do to change the world? We’re looking for student leaders who can show us the answer!