



EST. 1980

# MIDWIVES COLLEGE OF UTAH

M I D W I F I N G M I D W I V E S

The Midwives College of Utah, as an institution of higher education and as a community of scholars and midwives, affirms its commitment to eliminating discrimination and discriminatory harassment and providing equal opportunity for all. The incumbent in this job is expected to assist the College in achieving its mission to build midwives of technical expertise, professional excellence, and personal greatness in a distance education platform. MCU's method for building Midwives of Excellence® is to meld professional and leadership education.

**About Us:** MCU offers a flexible **remote work** environment and prides itself on its culture of collaboration. We strive to advance cultural humility, diversity, and inclusivity at MCU and in the midwifery profession.

**Position Title:** Director of Marketing, Communications, and Events

**Summary:** The incumbent in this position is expected to assist the College in achieving its mission, which is to provide an educational structure and an integrated learning environment for individuals to become midwives of technical expertise, professional excellence, and personal greatness—namely, Midwives of Excellence.

**The Ideal Candidate:** The Director of Marketing, Communications, and Events is charged with leading and executing all marketing, communications, and public relations functions

across every arm of the College. This includes developing and implementing strategies to engage potential students, current students, alumni, donors, and the broader community. The Director oversees the Digital Strategist, manages public-facing communications and PR responses, and leads the planning, coordination, and implementation of MCU Skill Suites and Commencement, and all recruitment, promotional and fundraising events.

**Position Classification:** Exempt

**Reports to:** President

**Hours:** 14 hours/week

**Salary/Rate:** \$27.00/hour

**Contact:** [president@midwifery.edu](mailto:president@midwifery.edu)

**All application materials must be submitted as one .pdf file**

### **Minimum Qualifications**

- A bachelor's degree or equivalent from an accredited college or university
- General knowledge and experience in marketing, communications, and event planning
- Ability to work with, motivate, and engage board members, staff, faculty, students, and alumni
- Familiarity with the benefits of midwifery care and the current landscape of the profession
- Proficiency in Google Suite (or equivalent), Canva, Adobe suites, and additional and preferred marketing, web development, and design software
- Proven ability to identify, evaluate, and optimize marketing opportunities across channels, using data-driven insights to improve reach, engagement, and conversion.
- Experience managing or supervising direct reports
- Experience working in a distance or telecommuting work environment
- Proficiency in digital communication and project management technologies
- Proven marketing campaign experience OR experience with digital and print marketing, content marketing, social media marketing, and nonprofit marketing and fundraising
- Effective time management skills and the ability to multitask with competing deadlines
- Strong copywriting and public relations writing skills
- Professional and proactive work ethic
- Possess exceptional written, oral, and interpersonal communication skills

### **Preferred Qualifications**

- A master's degree from an accredited college or university
- A specific knowledge base in the principles, concepts, and methodology of fundraising in a non-profit institution of higher education
- Experience managing external communications including media relations, press outreach, and crisis communications to protect and enhance institutional reputation.

### **Knowledge, Skills, Abilities, and Characteristics**

- Exemplify MCU's culture and mission: <https://www.midwifery.edu/why-mcu/>
- Demonstrate a commitment to social justice, equity, and anti-oppression efforts within MCU's educational community of educators and learners
- Embody the concepts of Crucial Accountability, The Outward Mindset, and Leadership & Self Deception
- Demonstrate forethought and strategic planning
- Attention to detail in implementing, communicating, and coordinating to ensure Skill Suites is an exceptional event for both students and presenters
- Display a positive attitude, show concern for people and community, and demonstrate the ability to listen and take direction
- Present an aptitude in project management and organizational abilities within a fast-paced, competing priorities environment

- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of MCU's mission, goals, and assessment methods
- Familiarity with the benefits of midwifery care and the current landscape of the midwifery profession in the United States
- Knowledge of G Suite, Microsoft Office, database management, WordPress, Elementor, Marketing and Design software, analytics tools, and social media expertise.
- Ability to work well with individuals from diverse backgrounds
- Possess skills to work with, engage and motivate employees, stakeholders, board members, and donors
- Able to express themselves with exceptional written, oral, and interpersonal communication skills
- Uses skills of detail orientation, self-direction, motivation, and organization to complete tasks and meet the responsibilities required for the position

### **Position Duties and Responsibilities**

- Serve as the College's lead communications officer, responsible for all marketing, communications, and public relations functions across recruitment, student engagement, alumni relations, fundraising, and community outreach.
- Develop and implement integrated marketing and communications strategies aligned with organizational goals, in collaboration with the Senior Leadership, ensuring consistency in brand voice, artistic direction, and multimedia techniques within budget and schedule.
- Identify and develop areas for marketing, public relations, and strategic partnerships
- Lead the drafting, review, and management of all public-facing communications and PR responses, including media inquiries, press releases, and reputational communications on behalf of the College
- Develop and implement marketing campaigns for priority events and programs, including Commencement, admissions cycles, and fundraising initiatives
- Create and manage content across multiple platforms, including website updates, social media, email marketing, and print materials, with regular schedule-based updates.
- Monitor and enhance website SEO, ensuring accurate and up-to-date information.
- Oversee MCU's social media platforms, including content posting, engagement, and inquiry responses.
- Manage any department staff as appropriate
- Maintain accurate email marketing lists and donor databases for communication and tracking.
- Coordinate the annual Commencement events and support logistics for other high-priority events as needed.
- Engage with stakeholders for feedback and collaboration on marketing initiatives.
- Prepare and manage the annual marketing and events budget.
- Attend monthly staff meetings and participate in professional development opportunities.

### **MCU Culture:**

- Exemplify MCU's guiding principles and values
- Participate in initial, and continued, equity and social justice initiatives

**Midwives College of Utah is guided by a social justice and equity framework.** We are a committed ally to all underrepresented individuals and families who seek access to midwifery care or who strive to become midwifery providers within their communities. Through collaboration and humble listening, we will continually strive to remove existing barriers to recruitment, retention, support, and success at MCU and advance our program and profession in achieving inclusivity, cultural humility, and health equity. In doing so, we hope to broaden the reach and benefits of midwifery care for all families and effect widespread social change in the midwifery profession. Please read the following documents to learn more about our commitments to health equity, anti-oppression, and culturally safe care:

Equity & Social Justice Position Statement: [www.midwifery.edu/equity-and-social-justice](http://www.midwifery.edu/equity-and-social-justice)

Equity and Social Justice Agenda: Initiatives and Accomplishments:  
[www.midwifery.edu/social-justice-actions](http://www.midwifery.edu/social-justice-actions)

### **Non-Discrimination Policy**

The Midwives College of Utah, as an institution of higher education and as a community of scholars and midwives, affirms its commitment to the elimination of discrimination and discriminatory harassment. MCU is committed to providing equal opportunity and equal access and to complying with all applicable federal and state of Utah laws and regulations and MCU non-discrimination policies and procedures: [www.midwifery.edu/nondiscrimination-policy](http://www.midwifery.edu/nondiscrimination-policy)

### **At-Will Employment**

Employment at Midwives College of Utah is on an at-will basis, which means that your employment may be terminated by you or by MCU at any time, for any or no reason, with or without notice, and without any procedure or formality. The at-will nature of your employment is not affected by any of the Guidelines of this position description. It cannot be modified by any oral promise by any supervisor or by any other writing unless duly executed by the employee and the President. MCU reserves the right to change, replace, withdraw, or deviate from any of the guidelines contained in this position description without prior notice.

This Position Description is intended to describe the general nature and level of work performed by employees but it is not a comprehensive list of duties, skills, and responsibilities required of employees in this position. No contract, express or implied, respecting the procedures, terms, conditions, or duration of employment is created by this Position Description.