



APPLICATION PROCESS FOR Director of Public Information

Applicants and nominees for Director of Public Information position with the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) should submit a letter of application, a current résumé, and a list of three (3) references to:

Ms. Kisha Berger
Director of Human Resources
SACSCOC
1866 Southern Lane
Decatur, GA 30033-4097
kberger@sacscoc.org

Applications may be submitted via U.S. Mail or electronically and must be received in the SACSCOC office by **Tuesday, September 2, at 4:30 p.m. (ET)**. Director of Public Information will need to reside in the Atlanta/suburban area.

Questions regarding the process should be directed to Kisha Berger at kberger@sacscoc.org.

SOUTHERN ASSOCIATION OF COLLEGES AND SCHOOLS

COMMISSION ON COLLEGES

DIRECTOR OF PUBLIC INFORMATION

GENERAL DESCRIPTION

The Director of Public Information is responsible for developing and executing a comprehensive communications strategy that promotes the mission, values, and initiatives of the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). This position leads media relations, social media management, and strategic messaging for both internal and external stakeholders, ensuring clear, consistent, and effective communication across all platforms.

SPECIFIC DUTIES

The following duties are assigned to this position:

- Serve as the primary point of contact for media inquiries and public information requests.
- Develop and manage a strategic communications plan that supports the goals of SACSCOC and enhances its public image.
- Craft and disseminate press releases, official statements, and institutional messaging.
- Build and maintain relationships with media outlets, education reporters, and communications professionals in the higher education community.
- Lead crisis communication efforts, ensuring timely, accurate, and coordinated responses aligned with institutional priorities.
- Oversee content strategy and management for social media platforms, website communications, and digital newsletters.
- Collaborate with senior leadership and staff to ensure consistent messaging across all programs and departments.

- Monitor media coverage, public sentiment, and digital analytics to guide communications strategies and responses.
- Support the President and other key spokespeople with speechwriting, talking points, and presentation preparation.
- Supervise communications staff, consultants, and external vendors as needed.
- Perform other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED

The Director of Public Information must have a thorough knowledge and understanding of the accreditation process, along with exemplary writing and editing skills. Proficiency in word processing and database systems is essential, as is the ability to communicate and engage effectively with all constituencies of the Commission. The position requires strong organizational and project management skills, the ability to work independently, and excellent oral and written communication abilities, including experience in public speaking.

MINIMUM EDUCATION AND EXPERIENCE

A bachelor's degree in communications, public relations, journalism, or a related field from an accredited institution is required; a master's degree is preferred. A minimum of seven years of progressively responsible experience in strategic communications, public information, or media relations—preferably within higher education or nonprofit organizations.

FLSA Status: Exempt
Terms of Employment: Full-Time
Revised: 8/2025