



INDIANA COMMISSION  
for  
HIGHER EDUCATION



## Learn More Indiana Public Relations & Marketing Manager

### Job Summary

Learn More Indiana is a state-led communications and community outreach initiative working to help Hoosiers succeed in school, complete college and connect to careers. As a member of the Learn More Indiana team, the Public Relations & Marketing Manager develops and executes comprehensive communications plans, public relations activities and multimedia marketing campaigns that support Learn More Indiana's goals and objectives on a statewide basis. This position reports directly to the Associate Commissioner for Strategic Communications and Initiatives.

### Job Duties

Duties related to this position include (but are not limited to) the following:

- **Campaign Management** – Manages statewide public relations and marketing campaigns to promote college access and success, including: College GO! Week, Cash for College, and KnowHow2Go.
- **Message Management** – Creates, maintains, and executes monthly editorial calendar in collaboration with Learn More partner agencies to ensure ongoing relevance and effectiveness of key messages among target audiences. Consults with national partners, shares best practices, and ensures consistent localization of messaging.
- **Media Management** – Serves as Learn More Indiana's primary media contact. Forms effective relationships with statewide media outlets to proactively generate earned media coverage aligned to key organizational strategies and objectives. Produces, reviews, and edits news releases, media advisories, publications and related outlets.
- **Brand Management** – Ensures that the Learn More Indiana brand identity is maintained, represented and promoted consistently in all public relations, marketing and outreach efforts.
- **Outreach Support** – Develops, executes, and staffs public outreach events, press conferences and speaking engagements to reach key constituents and target audiences. Represents Learn More at conferences, seminars and related network-building events.
- **Multimedia Support** – Promotes Learn More Indiana's online presence and drives web traffic to the site through targeted marketing and related outreach efforts. Manages online newsroom, provides relevant web content, and offers recommendations for site's overall design, structure and layout.
- **Evaluation** – Researches emerging marketing trends and tactics, tracks ongoing media coverage, and produces reports gauging effectiveness of communications activities and underlying strategies.
- **Other** – Assumes other duties as assigned.

### Required Qualifications

- **Education** – Minimum of a Bachelor's degree in communications, public relations, marketing or related area.
- **Experience** – Professional work experience (3-5 years preferred) that includes collaborating as part of a team, developing comprehensive communications plans and executing statewide multimedia marketing campaigns.
- **Essential Skills** – Excellent communication skills (oral, written and interpersonal). Highly organized, focused and self-motivated with proven ability to prioritize tasks, manage time and maintain detailed records. Motivated to learn and support all functions required for a highly effective Learn More Indiana team.