



CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Strategic Outreach & Engagement Specialist (Part-Time)
Department:	School of Business
Reports To:	Dean, School of Business

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function (Description):

The Strategic Outreach & Engagement Specialist provides strategic communications, executive outreach, media engagement, and constituency support for the Clark Atlanta University School of Business. The position supports the School's leadership in advancing its visibility, reputation, relationships, and strategic priorities among internal and external constituencies.

Working closely with the Dean and School of Business leadership, the Specialist develops and coordinates communications and outreach activities that effectively position the School, its programs, faculty, students, alumni, partners, and leadership. The role requires a highly organized, proactive professional who can manage multiple priorities, translate institutional priorities into compelling communications, and engage effectively with a broad range of stakeholders. This is a part-time

position for Academic Year 2026-27.

Examples of Duties and Responsibilities:

- Support the development and execution of strategic outreach and communications initiatives for the School of Business.
- Develop, edit, and coordinate executive communications, including messages, announcements, talking points, correspondence, presentations, and other communications prepared on behalf of School leadership.
- Support the Dean's visibility and engagement with key internal and external constituencies through strategic communications and outreach.
- Identify and coordinate opportunities to elevate the School of Business, its leadership, faculty, students, alumni, programs, initiatives, and accomplishments through appropriate media and communications channels.
- Assist with media outreach and coordination, including identifying relevant opportunities, preparing briefing materials, coordinating interviews, and supporting follow-up communications.
- Develop and maintain relationships with key constituencies, including alumni, corporate and community partners, academic and professional organizations, media contacts, prospective students, current students, faculty, and other stakeholders.
- Prepare communications materials that clearly articulate the School of Business's priorities, accomplishments, programs, and strategic initiatives.
- Support the planning and execution of executive engagements, meetings, events, interviews, and other strategic outreach activities.
- Prepare briefing documents, background materials, talking points, and other resources to support leadership participation in external and internal engagements.
- Monitor relevant media, industry, academic, and community conversations and identify opportunities for strategic engagement and visibility.
- Coordinate communications related to School of Business events, announcements, partnerships, initiatives, and special projects.
- Collaborate with University and School of Business stakeholders to ensure consistency, accuracy, professionalism, and alignment in external-facing communications.
- Track outreach activities, media opportunities, communications deliverables, and stakeholder engagement as appropriate.
- Exercise discretion and sound judgment when working with confidential, executive-level, and institutionally sensitive information.

- Perform other related duties as assigned in support of the strategic priorities of the School of Business.

Knowledge, Skills and Abilities:

- Knowledge of strategic communications, public relations, media relations, executive communications, and stakeholder engagement principles.
- Excellent written, verbal, and interpersonal communication skills.
- Ability to translate complex institutional, academic, and business information into clear, compelling, audience-appropriate communications.
- Demonstrated ability to develop polished executive-level correspondence, talking points, briefing materials, and other communications.
- Strong relationship-building and constituency engagement skills.
- Ability to communicate effectively with senior leaders, faculty, students, alumni, corporate partners, media representatives, and community stakeholders.
- Strong organizational and project-management skills, with the ability to manage multiple priorities and deadlines simultaneously.
- Exceptional attention to detail, accuracy, grammar, and presentation.
- Ability to exercise discretion, professionalism, diplomacy, and independent judgment.
- Ability to work independently while collaborating effectively across departments and constituencies.
- Proficiency with standard office productivity, communications, social media, and digital collaboration tools.
- Ability to represent the School of Business and Clark Atlanta University in a professional manner.
- Experience working directly with senior executives, institutional leaders, higher education leadership, or external stakeholders is highly preferred.

Minimum Hiring Standards:

Education	Bachelor's degree in Communications, Public Relations, Journalism, Marketing, Business, Public Affairs, or a related field.
Years of Experience	Minimum of 3 years of progressively responsible experience in strategic communications, public relations, media relations, executive communications, marketing communications, stakeholder engagement, higher education, nonprofit, corporate, or a related environment.
Years of Management/Supervisor Experience	None Required.

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