Communications Office

Job Descriptions

Secretary of the College and Vice President for Communications
Nancy Nicely

Nancy leads the Communications Office in a forward-thinking, mission-driven direction to support the College’s institutional, admissions, advancement, and alumni relations communications goals. The Communications Office is responsible for the College’s website, media relations, social media and multimedia strategies, and all major publications including the quarterly alumni magazine, The Swarthmore College Bulletin. She also works closely with members of President’s Staff in advancing internal communications strategies and objectives. Nancy is presently directing the College through a Communications Planning exercise intended to influence the next family of admissions and financial aid materials, support materials for the comprehensive campaign, and enhance the College’s visibility and distinctiveness among the broader public. Nancy directly supports the work of President Chopp in her communications with all constituencies and supports the work of the Board chair, as needed. She is responsible for the College’s crisis communications protocols and response.

Administrative Coordinator
Kathleen Withington

Kathleen supports the work of the Secretary of the College and Vice President of Communications. She provides direct support to the Board of Managers’ Nominations and Governance Committee, preparing all materials and responding quickly to all inquiries and issues. Kathleen supports the work of the Swarthmore Communications Plan Steering Committee and provides administrative support to the Communications Office with meeting planning and budget oversight.

Sesquicentennial Book Editor (part time)
Jeff Lott

Jeff’s major responsibility is overseeing the writing, editing, photography, design, and production of a book that will be published in conjunction with the College’s sesquicentennial. The book will be distributed free to all alumni.

Director of Development Communications
Susan Clarey

Susan produces materials to support fundraising efforts, including proposals and marketing materials in print, electronic, and video format. She reviews and edits communications created by Development departments including the Annual and Parents funds, Gift Planning, and Donor Relations. She produces three electronic newsletters: Sw@tnews, the Parents eNewsletter, and GiftPlanning@Swarthmore. Susan also creates and produces website and program text and ancillary materials for major College events including Arts Weekend and Garnet Homecoming and Family Weekend.

Director of Web and Media Communications
Alisa Giardinelli

Alisa directs Swarthmore’s external communications efforts, including media relations, the top tiers of the College’s website, multimedia, and social media. She establishes and maintains relationships with students, faculty, and alumni to produce original feature and news stories, campus event information, and other original content that demonstrates the full Swarthmore experience on an ongoing basis. Alisa also provides strategic support for crisis response planning for the Communications Office and the College at large and helps to implement the crisis communications plan in the event of a crisis.

Director of Editorial Services/Editor, Swarthmore College Bulletin
Sherri Kimmel

Sherri directs and supervises the editorial content and style of a variety of internal and external print and electronic publications for Swarthmore College. In particular, she directs, conceptualizes, and supervises the editorial content and graphic design of the Swarthmore College Bulletin, both in print and online (including social media). She provides additional writing and editing support as well as guidance on developing college print and online publications, as needed.

Associate Director of Media Communications
Celina De León

Celina works to increase the visibility of Swarthmore College, President Chopp, faculty, and students through traditional media and social media promotion. She also works to increase engagement with the Swarthmore community on social media, including increased interactions with prospective students, parents, current students, alumni, and faculty primarily on Facebook and Twitter, followed by LinkedIn, YouTube, and Flickr.

Web Designer
Steven Lin

As the College’s lead web designer and a vital member of the College’s web team, Steve is responsible for producing a vibrant, consistent design for the College’s primary and sub-sites. He serves as a resource for current web design principles, practices, and procedures, including information design, usability/interaction design, and presentation design. He also works collaboratively to manage departmental redesigns and performs sophisticated web updates on academic and administrative websites.

Communications Associate
Zachary Epstein

Zach broadly supports the efforts of the communications office by writing articles for the College’s home page, producing additional content for the site, and coordinating audio and video recordings of faculty and alumni campus lectures, among other events. He also promotes public arts and cultural events at Swarthmore to local and regional media outlets and manages submissions to the Swarthmore Campus Calendar and Campus Classifieds.

Communications Assistant (half time)
Erin Kelly

Erin supports the web and media communications work of the Communications Office by writing and editing for the College’s website and supporting the production of annual communications projects such as the course catalog. She also conducts research and provides other support as needed.
Communications Office

Job Descriptions (continued)

Associate Director of Communications (half time)
Stacey Kutish

Stacey primarily serves as a long-term project manager in the Communications Office. She is a member of the Web team that launched the College’s new site last year and is actively working toward migrating academic and administrative departments into the new design. She is the department’s primary liaison with the Admissions Office, edits the College’s course catalog, and she serves on several collegewide planning efforts, including the Campus Master Plan and the Communications Planning exercise.

Multimedia Editor (part time)
Alexander Savoth

The multimedia editor produces a wide range of videos and audio files for the College’s website that showcase life on campus, including lectures, performances, and special events such as Commencement, Alumni Weekend, and First Collection. He/She also produces special video projects such as the Eugene Lang tribute video and the president’s holiday greeting.

Web Content Management Developer
Corrine Schoeb

Based in ITS, Corrine serves as the principle programmer for the College’s website content management system (CMS). In addition to CMS-related development, she works to ensure that complex Web applications built internally or by outside developers create a seamless Web experience for site visitors. She also provides CMS training across campus and acts as the main point of contact for support and troubleshooting.

Associate Director for Editorial/Associate Editor, Swarthmore College Bulletin
Carol Brevart-Demm

Carol works with other members of the Communications staff and with members of the College community to help administer the efficient and timely production and distribution of the quarterly Swarthmore College Bulletin. She also writes, edits, or proofreads projects assigned by the director of editorial and creative services and the Communications Office.

Associate Director for Design
Phil Stern

Phil designs a wide range of materials, including the College’s alumni magazine, reports, invitations, flyers, posters, and event identity packages. He interfaces with print vendors, photographers, and illustrators to ensure that publications meet quality standards and provides technical support to the staff in staying up to date with current computer graphics technology. He serves the publication needs of clients throughout the College community.

Photographer/Videographer
Laurence Kesterson

Larry covers all photography and videography needs assigned by the Office of Communications to produce images for print and electronic publications, website, and other purposes. He is responsible for producing a wide variety of creative, high-quality images of people, events, and campus scenes for the College home page, Web features, news stories, and other Web pages as well as print publications, including the alumni magazine, newsletters, brochures, and calendars.

Writer/Editor, Class Notes Editor
Carrie Compton

Carrie writes, rewrites, and edits print and electronic pieces for internal and external audiences. Specifically, she serves as class notes editor for the Swarthmore College Bulletin. Uploading content and photos for the magazine website and posting items on social media sites, including the magazine’s new Facebook fan page, are other duties. She also provides fact checking and copyediting support for a variety of print and electronic communication, using AP Style as the usage standard.

Administrative Assistant (part time)
Janice Merrill-Rossi

Janice provides general office support for the Communications directors and editorial and creative services staff. This may include setting up meetings, answering the main office phone, entering corrections in documents, typing, proofing and fact checking as well as arranging for computer support, ordering of supplies, or equipment repair. She tracks expenditures and manages budgets for the Office of Communications.