

Meet the Office of Communications and Marketing

Reporting to the College's Chief of Staff, the Office of Communications and Marketing oversees a number of projects for the College including media inquiries, press releases, print materials, social media, the external website, photography coordination, writing, brand standards and email campaigns. First and foremost, our goal is to share the story of Young Harris College with external and internal audiences including alumni, prospective students and parents, donors, faculty, staff, and current students.

How can we assist you in telling the YHC story? [Please fill out this simple form to begin your project.](#) Once complete, a member of the Communications and Marketing team will contact you to discuss details.

Generally, duties are divided based on the following:

LeAnn Waldroup

Director of Communications and Marketing

Admissions Marketing
Media Relations
Brand Standards
Echoes Magazine

Kelly Crawford

Associate Director of Communications and Marketing

Development and Alumni Marketing
Email Communications
Today@YHC

Maddy Elledge, '16

Communications and Marketing Specialist

Social Media
Press Releases
Photography Standards
Website Content Management
Mountain Lines

How can we assist you?

COPY WRITING AND CREATIVE STORYTELLING

The Office of Communications and Marketing is responsible for writing press releases, newsletters, website content, talking points, scripts and other content for internal and external distribution.

EVENT MARKETING AND SUPPORT

Our team is available to assist with publicity for major events. Communications can support units with press releases and print materials (signage, invitations, evites, programs, slideshows, promotional items, and other event-related collateral).

EMAIL MARKETING

We are available to design email communications that are effective, display well on all devices and are consistent with the College's strategy and visual identity.

WEBSITE

We manage yhc.edu and make all content updates.

BRAND STANDARDS

Our office works to maintain and promote the College's brand. We ensure the brand is consistent in the use of official logos, email signatures, promotional products, and digital communication templates.

PUBLICATIONS/COLLATERAL

Our team works with offices across campus to write and design direct marketing collateral including brochures, flyers, postcards, invitations and newsletters.

PHOTOGRAPHY

Communications and Marketing coordinates with several local photographers to capture campus events or direct photoshoots based on specific needs.

VIDEO PRODUCTION

Communications and Marketing coordinates with several local videographers to create videos that recap events and tell the story of YHC.

SOCIAL MEDIA

We can consult on social media best practices and use the College's platforms to promote good news and event information.

Timelines

Please be mindful of these timelines when submitting a project request form.

Print Projects: Mailing: 8 weeks; Delivery to campus: 6 weeks

This allows for time to develop copy, be creative with design, editing, proofing, production and delivery. Please know we do our best to accommodate deadlines, but cannot control printer schedules or USPS deliveries.

Email Communications: 2 weeks

One of our goals is to ensure constituencies are not receiving overlapping communication, particularly via email. We may suggest an alternative delivery date to avoid oversaturation.

Social Media Coverage: 24 hours

Photography Request: 2 weeks

We work with freelance photographers who work hard to accommodate requests for event photography. As much notice as possible ensures someone is available to capture your event.

Website Updates: 1 week

Please allow for one week to complete standard website updates. More time should be allowed for extensive revisions or new pages.

Video: 6 weeks

Press Release: Information needed at least 3 weeks prior to the event.