



Director of Marketing & Communications

Recruitment #: S2280
Review Date: Immediate review | Open until filled
Department: Strategic Communications and Marketing
Annual Salary Rate: \$94,000 - \$110,000

Position Summary:

The Director of Marketing & Communications will be responsible for providing marketing leadership to the university community. This position will advise and assist the university leadership in establishing goals, developing suitable strategies and tactics, implementing programs, and evaluating results to reach the university's goals including those outlined in the strategic plan and enrollment plan. The Marketing & Communications department will design, coordinate and evaluate the effectiveness of university-wide marketing and communication programs and projects. The Director of Marketing and Communication has budget management, oversight and resource allocation responsibilities, supervises the MarCom team, and serves as an active leader in the university.

[Click here](#) for the complete position description which includes knowledge areas and preferred qualifications.

Minimum Requirements:

- Bachelor degree in business, marketing or other related field of study
- 5+ years of experience in marketing, marketing operations, advertising
- Demonstrated commitment to the values of diversity, equity, inclusion, accessibility and belonging
- Proven examples of working cross-functionally to support multiple business units/stakeholders
- Strong teamwork and collaboration skills

Preferred Qualifications:

- Master degree in business, marketing or other related field of study
- Customer research and segmentation experience
- Experience with marketing performance reporting and data analytics software a plus
- Experience increasing university enrollment
- Bi-lingual
- Experience in marketing, marketing operations, advertising in a higher education setting

Women, Black, Indigenous and People of Color, veterans, people who identify as LGBTQ+, and people with disabilities are highly encouraged to apply for this position, even if they do not meet qualifications exactly as listed. We are most interested in finding the best person to fulfill this role within our university community, and that candidate may be someone with transferable skills and experience rather than exact qualifications.

Required Application materials: You may submit all materials online at www.wou.edu/prostaffapp

1. WOU Employment Application form [available here](#) - unclassified/faculty
2. Cover Letter that addresses the qualifications of the position
3. Resume
4. Diversity Statement: Review the Board Statement on [Diversity, Equity, Inclusion, and Accessibility](#) and respond to

the following [Diversity questions](#)

Additional Application information:

Contact information for three professional references will be requested from finalists. Western Oregon University only considers visa support for Tenure Track employees placed in specialized positions that are continuing regular university appointments for multiple years.

Background/Education Check:

A criminal background check will be completed as a condition of employment. An education check will be processed for positions requiring a formal degree as a minimum requirement.

Employee COVID-19 Vaccine Requirement:

All WOU students and employees are required to be fully vaccinated against COVID-19. All newly hired employees must meet the vaccination requirement or file an exemption prior to their first day of employment.

Benefits:

Western Oregon University offers an excellent benefits package for eligible employees which includes 95% premium paid healthcare, a generous retirement and vacation package, and reduced tuition rates for employee, spouse or dependent at any of the Oregon Public Universities. <http://www.wou.edu/hr/benefits/>

Equal Employment Opportunity:

Western Oregon University is an equal opportunity employer that is committed to diversity, equity and inclusion in the workplace. We celebrate our inclusive work environment and encourage people of all backgrounds and perspectives to apply. We embrace our differences, and know that our diverse team is a strength that drives our success.

Western Oregon University is committed to developing a barrier-free recruitment process and work environment. If you require any accommodations, please email us at employment@wou.edu and we will work with you to meet your accessibility needs.