

Position Description—Unclassified

Position Status:

Position Title		Position Number
Director of Marketing & Communications		E99734
Appointment (9 mos. / 12 mos. / other)	Contract Period (from / to)	Department / Division
12 mos.	July – June each year	Strategic Communications and Marketing
Reports to		Reports to Position Number
President		E99642
Incumbent		University ID #

Program Information:

A. Describe the general program in which this position exists. Include program purpose, size, scope and relationship to the University's mission.
<p>Strategic Communications and Marketing (Marcom) provides oversight and services for internal and external communications and marketing for the entire university community. In addition to providing services for departments, Marcom provides university-wide leadership for publications, graphic services, video, social media, web design, media relations, graphic identity/branding, writing and editing. The mission of the strategic communications and marketing department is to promote the university internally and externally in support of the university's mission and strategic plan.</p>
B. Describe the purpose of this position and how it functions within this program.
<p>Provides marketing leadership to the university community. Advises and assists 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 department also designs, coordinates and evaluates 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.</p>

Position Information and Qualifications:

A. Description of Duties/Responsibilities – List the major duties assigned to the position. Note percentage of time each listed duty is performed to total 100%. Indicate “E” = Essential, “R” = Revised	
Percent of Time	Duties
35%	Work with the President, Cabinet and Admissions to develop and/or refine branding strategies. Effectively and strategically create a marketing plan and calendar, with a specific emphasis on engaging in activities that will help the university meet its recruitment and enrollment goals. This includes working independently and cross-functionally, employing numerous marketing tactics, competitor research, and tracking/reporting on campaign's trends/outcomes. Getting input, buy-in and reporting back to departments across campus about the plan and results is required.
25%	Execution/implementation of plan and calendar. Including leveraging and evaluating current marketing contracts. Ensuring all facets of future contracts are utilized and performed. Track all tactics to monitor and adjust as needed with the goal of exceeding enrollment goals.
10%	Manage staff including Assistant Director of Marcom, Graphic Designer(s), Social Media Coordinator/Public Information Officer, and other staff. Delegate and facilitate marketing activities to individuals responsible for marketing and communications.
15%	Plans, executes and tracks general university visibility and related initiatives, including proactive and reactive communications that need to be prepared for the president and other senior leadership. Write initial drafts of many internal and external communications. Facilitate efforts to maintain positive community relationships.
15%	Other duties as assigned
B. Required Qualifications	
<p>List any certificates, licenses, academic degrees, or experience <u>required</u> to perform the duties of this position. Indicate if a combination of education and experience is acceptable.</p> <ul style="list-style-type: none"> ● 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 	
C. Preferred Qualifications	
<p>Describe preferred education, experience, skills, licenses, certificates, and other qualifications for this position.</p> <ul style="list-style-type: none"> ● 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 	

D. Knowledge Areas

List the major areas of knowledge that are required to perform the duties of this position.

- Digital marketing including but not limited to social media, mobile and emails as it relates to local, regional and national markets
- Current marketing and communications trends
- Marketing analytics: Cost per lead, cost per enrollment, total acquisition cost per student, conversion rates of leads by marketing channel, recruiter contact rates, recruiter conversion rates, and many other metrics will be the measures of impact and value creation.
- Strong written and communication skills
- Must be motivated and proactive problem-solver
- Ability to develop and implement a marketing plan, using existing technology
- Ability to manage a large budget to achieve results
- Data and process driven and business oriented
- Demonstrated experience leading with diplomacy, agility, transparency, cultural responsiveness and discernment.
- Desire to stay current with marketing techniques, trends and tactics.
- Ability to work and communicate with students, families, and key stakeholders from diverse backgrounds and lived experiences.

Budget Authority:

Indicate the level of the position's responsibility for the development, control, and monitoring of budget. Indicate the size of the budget. Check all that apply.

<input type="checkbox"/>	Develops, monitors*, and controls* *Monitor means to review and approve expenses; control means to authorize budget transfer at the department level	\$
<input checked="" type="checkbox"/>	Delegated authority to monitor budget	\$200,000+
<input type="checkbox"/>	Limited approval authority for purchase	\$
<input type="checkbox"/>	Purchase only with higher level approval	\$

Supervisory Authority:

If this position has the authority to act or effectively recommend action affecting employees in the following areas, check all that apply.

<input checked="" type="checkbox"/>	Hire	<input checked="" type="checkbox"/>	Assign Work
<input type="checkbox"/>	Transfer	<input checked="" type="checkbox"/>	Recommend salary adjustments
<input checked="" type="checkbox"/>	Discipline	<input checked="" type="checkbox"/>	Approve requests (i.e. leave)
<input type="checkbox"/>	Dismiss	<input type="checkbox"/>	Respond to complaints/grievances
<input checked="" type="checkbox"/>	Layoff	<input checked="" type="checkbox"/>	Conduct performance assessments
<input type="checkbox"/>	Promote	<input checked="" type="checkbox"/>	Give Direction

Positions Supervised:

Type	# of Employees	Total FTE
<input type="checkbox"/> Teaching faculty		
<input checked="" type="checkbox"/> Classified staff	1	1.0
<input checked="" type="checkbox"/> Unclassified staff	1	1.0
<input type="checkbox"/> Student Employees (average per term)		
<input type="checkbox"/> Other (specify)		

Decision Making Authority:

Describe the breadth and scope of decision-making authority and discretion the position has to formulate, implement, evaluate, approve and/or modify department and/or university policy, procedures, and/or programs. Describe the type of review and/or approval required by a higher level.

This position will collaboratively create plans and calendars and will make recommendations to achieve goals. Responsible for quarterly dash-board reports and monthly plan updates.

Additional Information:

List any additional information that would help describe the nature of the position.

Acknowledgement:

Employee Printed Name	Employee Signature / Date
Supervisor Printed Name	Supervisor Signature / Date
Reviewer (VP / Director)	Reviewer Signature / Date
Appointing Authority	Appointing Authority Signature / Date

HR USE ONLY:

Received by	Date		
Position Class # (Ex. UF101)	Employee Class	Job Location	Appointment Percent
CUPA -HR# / Title	NOC Code	Category Code	SOC Code

Actions Taken	
	NBAPBUD / NBAPOSN
	NBAJOBS
	PEAFAC
	Electronically Filed