

Director of Marketing & Communications

| | |
|-----------------------|--|
| Recruitment #: | S2314 |
| Review Date: | Immediate review Open until filled |
| Department: | Strategic Communications and Marketing |
| Salary Rate: | \$94,000 - \$110,000 |

About Western Oregon University:

Western Oregon University is a regional public, mid-sized university that serves a large population of diverse and first-generation students. We are committed to changing lives, strengthening communities and transforming our world. Located in Monmouth, the heart of Oregon's lush Willamette Valley, WOU is about 20 minutes from Salem, the state's capital and about 75 minutes from Portland, the state's cultural hub.

Western is Oregon's oldest public institution of higher education, originally founded in 1856. It was incorporated into the state system as a teacher training institution in 1882. The university offers undergraduate and graduate degrees in arts and sciences, education and professional areas. It's known for small class sizes, a focus on sustainability and a diverse liberal arts education in a student-centered environment. Western is an emerging Hispanic Serving institution, with 37% of undergraduates being students of color. And 47% of our student body are first-generation students.

Position Announcement:

Western Oregon University seeks a dynamic, creative, innovative and collaborative professional to lead its marketing and communications efforts to advance the University's mission, vision and strategic priorities.

Working closely with campus leaders, the Director of Marketing and Communications will develop and manage marketing and communications strategies that will inform, inspire, persuade and positively influence public opinion, academic reputation, enrollment and philanthropy.

The ideal candidate will truly understand storytelling, brand strategy and reputation management.

Position Summary:

The Director of Marketing & Communications will be responsible for providing marketing and communications leadership throughout the university community. The director will oversee all institutional marketing and communications efforts, including public relations, media relations, advertising, digital media, social media, creative services, web presence, visual identity, and internal communications. As a member of the senior leadership team, the director will provide university-wide strategic direction and implementation of marketing and communication plans to expand the University's reputation, reach, enrollment and philanthropic goals. The director will advise and assist the university's leadership team 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, enrollment plan and comprehensive campaign. 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 and local community.

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

Minimum Requirements:

- Bachelor's degree in business, marketing, communications or other related field of study
- 5+ years of experience in marketing, marketing operations, advertising or communications
- 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's degree in business, marketing, communications 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 or communications 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.

Western Oregon University only considers visa support for Tenure Track employees placed in specialized positions that are continuing regular university appointments for multiple years.

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 your qualifications for the position.
3. Resume
4. 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.

Background/Education Check:

A criminal background check will be completed as a condition of employment. Education checks are 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.

Accommodation Requests:

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\[at\]wou.edu](mailto:employment[at]wou.edu) and we will work with you to meet your accessibility needs.

Please note that due to the volume of resumes received, we are unable to contact each applicant regarding the status of each position or reply to candidates' inquiries via phone or email.