POSITION ANNOUNCEMENT

Job Title: Director of Marketing
Department: University Advancement
Reports To: Executive Vice President for Enrollment Management and University Advancement
Level: 10
Prepared Date: August 8, 2016

ESSENTIAL DUTIES AND RESPONSIBILITIES
1. Implements and manages the development and production of marketing and communication materials for the University including all writing and editing of the campaign case statements and materials, admission brochures, new program content, and other print/web needs as identified.
2. Oversees and contributes to all brand message development to ensure brand consistency across all digital marketing campaigns and social media platforms.
3. Creates advertising messaging. Reviews and edits all website copy to ensure brand accuracy.
4. Assists with planning and development of marketing and fund raising campaigns. Provides feedback and input on matters related to publications, website, and digital communications.
5. Ensures that all marketing materials and website adheres to University textual and graphic style standards.
6. Creates ad campaigns. Serves as managing editor of all publications.
7. Oversees the department’s photographic and video asset management system and functions, ensures the adding of both current and archival material in a timely manner and organizes such materials in a logical, user-friendly way to maximize use and speed retrieval.
8. Monitors and updates university graphic design standards to maintain superior appearance in competitive markets.
10. Identifies and supervises writers, editors, photographers, freelancers, and other vendors as needed.
11. Works closely with various leaders, faculty and staff to support and implement the University’s mission, core values, and special programs and projects.
12. Acts as a key member of the Marketing Council.
13. Other duties as assigned.

SUPERVISORY RESPONSIBILITIES
Carries out supervisory responsibilities in accordance with the organization’s policies and applicable laws. Responsibilities may include interviewing, hiring and training; planning, assigning and directing work; addressing complaints and resolving problems.

QUALIFICATIONS
The above statements reflect the general responsibilities of the position and should not be construed as a detailed description of all the work requirements that may be inherent in this position. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE
Bachelor’s degree with a minimum of 4 plus years related experience in Journalism/Public Relations, communication, marketing, advertising or related field. Writing and editing skills are essential. Computer skills in page maker, in design, and photo shop preferred. Knowledge of camera, market analysis, research capabilities, direct mail, and brand marketing a plus. Must be familiar with Microsoft Office, website content management system, Adobe Creative suite, Photoshop, PowerPoint, and Adobe Acrobat.

MANAGERIAL SKILLS
Essential managerial skills include directing (organizing, energizing, and supervising), negotiating, planning and problem solving, facilitating the work of others, clarifying goals and objectives, obtaining and giving feedback, delegating, team building, effectively communicating, evaluating, and initiating change. Ability to define problems, collect data, establish facts, and draw valid conclusions in an extensive variety of situations.

TO APPLY
Please complete the application at http://www.madonna.edu/resources/human-resources. Please send a letter of intent reflecting the above responsibilities and qualifications and a resume to hr@madonna.edu. Current employees must complete the internal application on MY Portal >Employee Resources.

MADONNA UNIVERSITY
A Catholic institution founded by the Felician Sisters, and guided by the values of St. Francis. Candidates must be committed to excellence in teaching, scholarship, and service, and support the Mission of the University. We are an equal opportunity employer committed to a culturally diverse workforce. Candidates must be legally authorized to work in the United States. Verification of employment eligibility will be required at the time of hire. Thank you for your interest in employment opportunities at Madonna University.