

## **Executive Director of University Communications and Marketing**

### **Description of Work**

The University Communication and Marketing office establishes strategic internal and external communication and marketing programs to enhance the institution's visibility and reputation. Led by an Executive Director who reports to the Vice Chancellor for Advancement, the team is responsible for clarifying and enhancing among the general public and key constituencies the identity, merits, and image of the University.

The Executive Director for University Communications and Marketing employs a variety of methods including the building of strong and positive relationships with key media representatives, regular and specialized publications, advertising, and special events to accomplish the goals of the University.

In order to be successful at these objectives, the Executive Director provides campus constituents with creative concepts, develops consensus, mediates problems, manages crises, tracks trends, and interprets issues as they relate to various publics and the university. He/she assumes a leadership role in advancing the University's mission to serve all university divisions, departments, programs and related units by providing media relations and publications support for academic programs, advertising and marketing programs and other special projects.

In the Executive Director's media relations role, he/she will lead institutional marketing; edit and disseminate press advisories and press releases; organize press conferences and prepare University leaders for their participation therein; promote media coverage of UNCP and its activities; update and develop media lists; and develop and maintain relationships with reporters who cover issues related to UNCP's programs and mission.

In addition to this media relations role, the Executive Director will establish a strategic and long-term branding and marketing strategy to ensure the growth and success of the University. He/she will also coordinate the development and implementation of the University's overall communication, integrated marketing, promotional and public relations strategies to enhance the institution's visibility and reputation, increase recognition for UNCP, and ensure an integrated communication process. This position will serve as the marketing and media coordinator to centralize the duties and responsibilities of all community relations writers, editors, and photographers across campus. As he/she works to develop and implement well-branded and consistent communications pieces for the University, he/she will work with the on-campus print shop and with off-campus vendors, ensuring that publications prepared for and by the University comply with applicable State regulations.

The Executive Director will collaborate internally with Enrollment Management, Admissions, Advancement, Alumni Relations and other campus units to develop plans and provide support for the university's recruitment and fundraising efforts. He/she will also direct and coordinate media visibility campaigns and other advertising, marketing and public information activities to inform and recruit prospective students.

The Executive Director must be able to think and function effectively on multiple levels. That is, he/she must be able to advise the Vice Chancellor for Advancement and, whenever necessary, the Chancellor on strategic matters related to communications and marketing; provide vision and leadership to the team of professional who report to him or her, gain the trust and respect of the external professionals whose collaboration is essential to the success of the programs designed and managed by the Office of University Communications and Marketing; and be an excellent visionary and implementer of branding, media relations, and publications programs that meet the needs of the University. He/she will lead a team of communication specialists responsible for media relations, advertising, marketing, internal campus communications, brand standards, publications, graphic identity, social media, publishing services, digital/photography and the university Web site. Currently, the department consists of five employees: University Web Publisher, University Graphic Designer, Information and Communication Specialist, and two University Photographers.

**Minimum Training and Experience Requirement:**

- A bachelor's degree is required.
- Master's degree preferred.
- Preference for degrees in Marketing, Advertising, Mass Communications or closely related fields.
- A minimum of five years marketing experience with proven success in corporate or higher education branding or product marketing is required.
- Demonstrated experience in the creation and production of print and electronic media, as well as developing marketing campaigns, including research, publicity, promotions, materials production, etc. is required.
- Experience in the oversight of licensing of university trademarks is preferred.
- Strong interpersonal and human relations skills along with effective resource management skills and proficiency in written and oral communications are essential.

**FLSA Status:**

Exempt

**EPA Salary:**

Commensurate with Education and Experience