



POSITION POSTING

June 9, 2020

POSITION TITLE:
DIVISION:

Director of Marketing and Communications
Enrollment Management

OCCUPATIONAL SUMMARY

Reporting to the Vice President for Enrollment Management, the Director of Marketing and Communications is responsible to communicate the educational offerings and purposes of the University and to enhance its image by clearly defining its identity and then communicating that identity consistently to its various constituent groups. Additionally, the responsibilities also include the oversight of the University's marketing functions and associated activities, as directed, in support of the University's mission, and to achieve a strategic, integrated approach to marketing, collegiate merchandising and inventory, public relations, overall marketing and branding, and management of social media and website presence in support of the University's mission.

This position supervises others.

ESSENTIAL JOB FUNCTIONS

1. Provides leadership, supervision and direction for personnel assigned to the Department and related programs.
2. Advises the Vice President on internal and external constituency relations, public relations, marketing and communications.
3. Directs, coordinates and integrates the strategic communications, marketing, and public relations functions of the university into a cohesive effort that conveys a consistent message in support of the university's mission, strategic goals, and objectives.
4. Stays abreast of changes in marketing and communications related matters and advises supervisor on desirable operational adjustments due to changes in policies, procedures, rules, regulations and law as applicable.
5. Devises innovative strategies, policies and/or programs for goal attainment and process improvements to reach established objectives.
6. Regularly assesses strategic initiatives to address and anticipate changes in strategic plans, performance plans, economic forecasts, and/or student needs; advises supervisor promptly of any programmatic irregularities.
7. Prepares required reports; analyzes data to determine public/media relations standing and related data in assigned areas to draw conclusions and/or make recommendations for process improvement within the Department.
8. Develops relationships and maintains effective communications with diverse groups, internal and external, in support of the institution's mission.
9. Represents institution at various events in the community upon request.
10. Assures the management and integrity of all University communications, public/media relations and marketing data in compliance with all applicable state and federal laws, rules, and regulations.
11. Represents the university to the press on public relations matters along with overseeing press release writing and issuance.
12. Develops and implements internal communication programs to promote transparency and awareness within the campus community of important university initiative and developments.
13. Serves as the external community liaison for the university and works collaboratively with external constituencies.
14. Leads a comprehensive marketing, communications, and public relations program.
15. Interacts effectively with members of the media as university spokesperson.
16. Develops professional quality written materials, communications, and articles.
17. Advises on public relations approach in dealing with potentially sensitive issues related to the communications, marketing, and public relations program.
18. Distills, sharpens, and focuses the university's core philosophies and effectively use print and other media to communicate and market these philosophies to major constituencies.
19. Develops and oversees all social media marketing in the various areas of the university including but not limited to Enrollment and Recruitment.
20. Leads the university's efforts to assess, monitor, manage, and respond to issues that place the university in the public eye.
21. Advises the President and other university personnel how best to translate and communicate their accomplishments to different audiences.



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ESSENTIAL JOB FUNCTIONS CONTINUED:

22. Develops and implements outreach communication and marketing strategies and plans.
23. Provides advice and guidance to the President and senior administration in dealing with community groups, on University relationships, with local political bodies, etc.
24. Directs the activities of administrative staff, consultants/contractors (marketing, graphic design).
25. Leads and manages the design, development of print, web, and other media matters to promote a positive image and distinctive brand for the university.
26. Manages photographic services, including arranging coverage of campus events and special functions, and maintaining photographic files.
27. Collaborates with the Admissions (Undergraduate & Graduate) and Enrollment Management offices to ensure consistent branding, uniform messaging, and prioritization of marketing efforts related to prospective students.
28. Operates effectively within established budgetary guidelines, including service purchase contracts with contractors.
29. Assures the management and integrity of all University Relations & Communications data in compliance with all applicable state and federal laws, rules, and regulations.
30. Prepares required reports; reviews reports and analyzes data as necessary to draw conclusion and/or make recommendations for process improvement within the Department.
31. Directs personnel functions, including performance management, employee development, promotions, transfers, leave administration, and the employee relations process in coordination with the Office of Human Resources.
32. Serves on administrative committees as assigned.
33. Performs other duties as assigned.

MINIMUM REQUIREMENTS

1. Bachelor's degree in public relations, communications, marketing or related field from an accredited college or university required.
2. Progressively responsible experience in communications, public affairs, marketing or a related field required.
3. Demonstrated experience and comprehensive knowledge of communications, marketing, media, and public relations techniques and a track record of establishing and implementing integrated programs encompassing them.
4. Impeccable judgment and integrity.
5. Ability to manage confidential information.
6. Proficiency in the use of research, statistical analysis and information technologies.
7. Ability to relate effectively with multiple constituencies.
8. Exceptional interpersonal and problem-solving skills.
9. Outstanding interpersonal and communications skills and the ability to work effectively with a wide range of constituencies in diverse communities.
10. Advanced verbal communication skills and the ability to present effectively to small and large groups and gain buy-in and support for ideas.
11. Effective supervisory skills including the ability to manage and motivate staff to achieve high levels of performance.
12. Ability to synthesize complex issues and articulate a coherent position and rationale clearly and succinctly.
13. Strong time management skills, with attention to deadlines and ability to effectively handle multiple priorities concurrently.
14. Strong knowledge of the effective use of social media in marketing a University.
15. Experience implementing operational plans.
16. Experience commissioning and disseminating market research.
17. Proficiency in the use of research, statistical analysis, and information technologies.
18. Knowledge of budget forecasting, preparation, and administration.



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APPLICATION PROCESS

This position is full-time. Location-based in Indianapolis, Indiana

Must have ability to work remotely.

Interested persons may apply by submitting a resume and contact information to:

Martin University
Office of Human Resources
2186 N Sherman Drive
Indianapolis, IN 46218
Email: hresources@martin.edu
Facsimile: (317) 917-3393

This position is open until filled.