

Director of Strategic Academic Marketing and  
Communication  
Old Dominion University

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Downloaded On: May. 8, 2024 2:34pm

Posted Dec. 4, 2023, set to expire Oct. 31, 2024

<b>Job Title</b>	Director of Strategic Academic Marketing and Communication
<b>Department</b>	UNIVERSITY MARKETING
<b>Institution</b>	Old Dominion University Norfolk, Virginia
<b>Date Posted</b>	Dec. 4, 2023
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Director/Manager
<b>Academic Field(s)</b>	Public Relations/Marketing
<b>Job Website</b>	<a href="https://jobs.odu.edu/postings/19898">https://jobs.odu.edu/postings/19898</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

### Job Summary

The Director of Strategic Academic Communications and Marketing is responsible for strategic communication across ODU's colleges to their key audiences, including current students, prospective students, faculty, community/business leaders, and alumni. This position establishes service levels for college communications; integrates college efforts with the university's communications strategy; and surfaces important academic successes, opportunities, and research to other University Communications team members for inclusion in university-level stories and channels (social media, video, marketing, university news).

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**Position Type:** Full Time

**Type of Recruitment:** General Public

**Minimum Qualifications**

- ***Master's degree with an emphasis in communications, marketing, journalism, or related field. Or a BA/BS degree with an emphasis in communications, marketing, journalism, or a related field with work experience equivalent to a master's degree in a related field.***
- Demonstrated creativity, invention, imagination, originality, and talent in branding, digital marketing, message development, and strategic marketing.
- Strong project management skills with the ability to identify short- and long-range goals and contribute to effective and measurable outcomes.
- Some experience executing integrated communication efforts for a complex, multifaceted organization.
- Some experience in a variety of integrated marketing and communication mediums with the ability to plan, manage, produce, and direct comprehensive strategies that incorporate print, digital, and video communication to lead brand and brand messaging.
- Considerable experience working in highly collaborative environments requiring interpersonal communication competence, initiative, active listening, and emotional intelligence.
- Considerable experience in coordinating and developing communications across a variety of marketing channels.

**Preferred Qualifications**

- An in-depth understanding of best practices in content development and delivery.
- Expertise in a variety of integrated marketing and communication mediums with the ability to plan, manage, produce, and direct comprehensive strategies that incorporate print, digital, and video communication to lead brand and brand messaging.
- Some experience in all aspects of public communications including, strategy, planning, project management, editing, and publishing.
- Considerable experience executing integrated communication efforts for a complex, multifaceted organization.
- Considerable experience in message development, visual branding, journey mapping, and audience identification and segmentation.

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**Contact Information**

Please reference Academickeys in your cover letter when  
applying for or inquiring about this job announcement.

**Contact**

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