

Associate Director for Communications
Old Dominion University

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Posted Dec. 12, 2023, set to expire Oct. 31, 2024

Job Title Associate Director for Communications
Department STUDENT HOUSING
Institution Old Dominion University
Norfolk, Virginia

Date Posted Dec. 12, 2023

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Associate/Assistant Director

Academic Field(s) Public Relations/Marketing

Job Website <https://jobs.odu.edu/postings/19942>

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Job Description

Responsible to the Director of Administrative Services for serving as the mid-level professional responsible for coordinating and directing all functions related to the day-to-day customer service and external communication operation of the department. As an integral member of the Housing and Residence Life management team, the Associate Director coordinates all student, parent, university and community information functions. The position designs, develops, and implements effective Housing and Residence Life marketing initiatives including staff recruitment, new student recruitment, and departmental processes. The position hires, supervises and trains the front desk staff for the central housing office, coordinates and/or writes all publications, newsletters and email communications of the department; works with a wide variety of campus offices to provide accurate and timely information for resident students, their parents and the university community. It is responsible for the monitoring, updating and management of the department's web page information and presence. This position serves as branding and customer service expert and trainer for the department planning and assisting in department training operations.

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Minimum Qualifications

Master's degree in marketing, communications, event management or related field or a bachelor's degree and related experience equivalent to a master's degree in areas of study previously indicated, may be substituted.

- Considerable knowledge of marketing, branding, public relations and communications principles/practices and strategies.
- Considerable skill in editing, grammar and writing persuasively.
- Working knowledge of data collection, evaluation and reporting of program/plan effectiveness.
- Some knowledge of social media avenues and technologies for current emerging trends in marketing and advertising.
- Strong project management skills and the ability to work on multiple large projects at once. Excellent public speaking and oral communication skills.
- Ability to manage multiple projects with strong analytical abilities.
- Excellent writing and communication skills, and the ability to work with a diverse group of students, staff, university administrators and external constituents including parents.
- Demonstrated ability to synthesize details about complicated programs or projects into easily understood stories.
- Demonstrated ability to assist in the composition layout and design of various publications.
- Demonstrated ability to manage and supervise media specialists and student workers/employees.
- Extensive experience with Microsoft packages and graphic design/publication software packages.

Contact Information

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

Contact

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