

**Sr. Director of Marketing/C/PR
Tuskegee University**

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Posted Nov. 18, 2020, set to expire Mar. 20, 2021

Job Title	Sr. Director of Marketing/C/PR
Department	
Institution	Tuskegee University Tuskegee, Alabama
Date Posted	Nov. 18, 2020
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing
Apply Online Here	https://www.tuskegee.edu/discover-tu/human-resources/staff-positions/sr-director-of-marketingcpr

Apply By Email

Job Description

Sr. Director of Marketing/C/PR

Posting Date: August 25, 2020

Posting End Date: October 25, 2020

Position: Senior Director- Marketing, Communications and Public Relations

Department: Office of Advancement and Development

Status: Full-time; Exempt

Special Qualifications

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In keeping with the President's commitment to Tuskegee University demonstrating "Excellence in Every Way", the ideal Senior Director will possess the willingness to use his or her expertise to assist in the university's efforts to be a sustainable academic organization committed to excellence.

Tuskegee University (TU) seeks a visionary marketing director that is able to see the big picture to develop and implement college brand and marketing strategies. The successful candidate is a dynamic leader with the ability to infuse contemporary marketing concepts and techniques into a university environment. The ability to collaborate is essential - with college faculty, staff and committees to determine strategies on how to best market the unique features of our diverse array of college programs, departments, and services. Core responsibilities of the position include developing and implementing strategic plan and directions for the marketing of TU; serving as a leader and manager of the marketing, web, and communication team; and working with internal clients and external vendors on establishing TU brand resulting in an understanding of all stakeholders as to what makes TU unique.

Essential Duties and Job Responsibilities

Proactively and personally involves self to get educated in the university's defining internal and external environment and strategies, which must guide all messaging. This involvement should include consistent attendance and active participation with all key strategic committees to understand evolving PR trends and priorities

Proactively recognize and communicate PR and marketing opportunities, and act upon them based on gathered institutional knowledge and acquired experience

Lead, manage, and supervise the marketing, web and communication team. Leverage the existing skill sets to meet college marketing goals. Invest in professional development opportunities for the team to contribute to sustainability of TU human capital.

Develop, implement, and manage TU strategic marketing plan to include and consider timelines, plan implementation, annual cycle, multi-channel campaigns, diverse array of targeted audiences, and recently established TU brand. Include the creation and implementation of mechanisms to determine ROI and impact of marketing, web and communication activities on college goals.

Use targeted marketing strategies to support student/client recruitment efforts across all academic programs and administrative units. Engage all communities TU serves locally and nationwide.

Annually develop, propose, manage, and oversee marketing, web and communication budget.

Oversee all purchasing and vendor relations activities. Track budget to ensure funds being used are providing desired ROI.

Act as a brand manager to ensure consistency and use of TU marks, messaging, and brand within established parameters

Build relationships with academic chairs, deans, and administrative directors and coordinators to learn how to best meet the marketing needs of the college.

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Coordinate with Admissions, Alumni Affairs and Advancement/Development office in order to align and leverage resources available.

Act as the lead of an effective Marketing Advisory Committee composed of college faculty and staff to set department activities and priorities.

Develop and identify marketing research strategies to guide the decisions and actions of the marketing, web, and communication team.

Qualifications

The Director of Marketing, Communications, and Public Relations is responsible for developing and implementing a marketing, web, and communication strategy to promote TU as the preferred educational choice for students, while consistently elevating the brand. The position is essential in the formulation and articulation of a vision for the marketing plan and will build on the existing foundation of the Tuskegee brand. The director is responsible for the management and supervision of the marketing, web and communication team and will work closely with other college departments, including the Office of the President to articulate how TU meets the needs of students and community, while advancing the brand.

Bachelor's degree in marketing, communications, or related subject

5-7 years of progressively responsible experience directing marketing and/or communications efforts, preferably in higher education

Experience with project management in an organization (preferably in higher education) that has multiple programs or departments competing for priority, and ability to prioritize

Proficiency and experience with multi-faceted marketing and communication mediums including social media (i.e. Facebook, Instagram, Twitter, Pinterest, Snapchat, Pinterest, etc.)

Experience with budget creation, development and management preferably with zero-based budgeting model

Progressively increased supervisory experience and responsibilities

Demonstrated knowledge and experience with crisis management according to best practices for institutions of higher education

Possesses superior writing, editing, and proofreading skills

Possesses ability to serve as media spokesperson

Possesses complete integrity and confidentiality in carrying out necessary marketing and PR themes and strategies

Is an innovator, current with new trends in marketing (including non-traditional initiatives) and is able to look closely at what we do and where we need to go.

Preferred Qualifications

Masters in marketing, business administration, or related subject;

7+ years' work experience in higher education marketing and/or communications;

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Successful marketing research at a local and regional scope;
General understanding of higher education's role in the community;
Knowledge of basic website administration;
Knowledge of public relations and public information strategies.
Salary

Commensurate with education, training and experience

The statements contained in this job announcement reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered as an all-inclusive listing of work requirements.

Applications

Applications are available at the following link:

<https://www.tuskegee.edu/Content/Uploads/Tuskegee/files/HR/Fillable-TU-EMPLOYMENT-APPLICATION.pdf>.

Each applicant, including all current/existing employees, must complete and submit a Tuskegee University employment application, resume/CV, 3 to 5 letters of reference with detailed contact information. Copies of unofficial transcripts must also be submitted (official transcript(s) will be required upon hire). Applicants must meet the minimum qualifications and submit a completed application packet for consideration of the position. The University reserves the right not to fill the position in the event of budgetary or operational constraints.

Completed applications may be mailed or submitted electronically to:

Office of Human Resources

Attn: Employment/Recruitment

1200 West Montgomery Road

101 Kresge Center

Tuskegee University

Tuskegee, Alabama 36088

Email Address: employment@tuskegee.edu Fax: 334-724-4319

Equal Employment Opportunity Employer-Male/Female/Veteran/Disabled

Federal law requires identity and employment eligibility verifications on Form I-9 within three (3) business days of employment.

Must be able to pass a drug screen and background check.



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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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