

Director of Community Engagement and Marketing
Marian University

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Posted Jun. 6, 2024, set to expire Dec. 14, 2024

Job Title Director of Community Engagement and Marketing
Department President's Office
Institution Marian University
Indianapolis, Indiana

Date Posted Jun. 6, 2024

Application Deadline Open until filled

Position Start Date Available immediately

Job Categories Director/Manager

Academic Field(s) Public Relations/Marketing

Job Website <https://marian.rec.pro.ukg.net/MAR1500MNUI/JobBoard/fde73847-46d9-4c8a-924e-a28b5c630bfc/OpportunityDetail?opportunityId=b0767cd6-e59e-49ef-90e8-be55325ae055>

Apply By Email

Job Description

Job Details

Description

As a part of a diverse community of faculty and staff who represent many faith systems and worldviews, Marian University seeks a Director of Community Engagement and Marketing to promote our Catholic Franciscan mission and identity by leading communication, engagement, and education to key stakeholders about Riverside Education Innovation District or REID's programming, amenities, and developments. Stakeholders include, but are not limited to, schools, churches, community centers, neighborhood associations and leaders, families, government officials, and the general public. This position will report to the Vice President of Innovation and Growth.

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Marian University will not move forward with filling the position for Director of Community Engagement and Marketing until the grant request is approved for this role.

Essential Duties and Responsibilities:

Actively engage the Catholic Franciscan mission and identity of Marian University by modeling the Franciscan Sponsorship Values and honoring the legacy of the founding congregation through transformative education, unity in diversity, leadership through service, integrating faith and life, and institutional policies.

1. REID Community Engagement:

- * Serve as a conduit for REID with the neighborhood and as a professional and enthusiastic advocate for its mission.
- * Create and implement a community involvement plan process that includes outreach strategies for key stakeholders, both new and existing.
- * Interact with and manage relationships with the Community advisory board.
- * Hold and attend community events to discuss and promote REID and its programming, amenities, and new developments.
- * Connect with new neighborhood stakeholders to help Marian and REID develop new partnerships to further its mission.
- * Maintain a community presence and build relationships with community members, government leaders, and local leaders.
- * Work alongside university departments, like the Center for Vibrant Schools, to increase the exposure and partnership of their programs with neighborhood partners and leaders.
- * Build out and expand REID distribution lists.

2. REID Marketing:

- * Closely collaborate with the Office of Marketing and Communications to ensure REID initiatives are in alignment with university brand standards and marketing strategies.
- * Assist in identifying and managing REID partner marketing and communications firm.
- * Oversee the creation and distribution of all marketing and communication needs; including newsletters, event materials, brochures, graphics and other marketing assets.
- * Manage media relations activity and public communications in support of REID.
- * Manage and develop content for REID's website and social media accounts.
- * Collaborate with external partners to share updates and content ensuring REID information is communicated through their networks.

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- * Manage other marketing and communications issues as they arise and other duties as assigned.

3. University Expectations:

- * Knowledge of and a commitment to the mission of Marian University
- * Adheres to Marian University's policies and procedures
- * Shows courtesy and respect in interactions with fellow employees, students, subordinates, and supervisors
- * Communicates regularly with supervisor about Department issues
- * Meets department productivity standards
- * Participates in developing department goals, objectives, and systems
- * Assists in establishing department measurements that align and support the accomplishment of the university's strategic goals
- * Adheres to the department budget

Required Qualifications:

- * 5+ years of applicable experience, demonstrating increased responsibility.
- * Demonstrated capability to navigate and work with diverse partners and stakeholders.
- * Excellent verbal and written communication skills.
- * Ability to navigate a complex organization with a teamwork mindset.
- * Demonstrated knowledge of computer applications (including Excel, Word, and PowerPoint).
- * Some travel may be required as it arises, but not on a regular basis.
- * Work in the evenings and on weekends for community events may sometimes be required as well.
- * A person in this position will need to be outgoing to meet members of the community and work alongside them.
- * Someone in this position should possess strong interpersonal skills, communication ability, and public speaking capabilities.
- * A strong working knowledge of social media, marketing, and an adaptability to changing modes of communication will also be important to success.

Preferred Qualifications:

- * Bachelor's degree preferred.
- * 5-10 years in communications, marketing, community engagement, or some related field of work preferred.

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- * Strategic, project management, or organizational assessment experience
- * An operational soundness with the ability to grow programs and work with people collaboratively to achieve goals.
- * An ability to work well within and across a complex organization
- * Capability to understand a variety of programs, amenities, and services, communicate about them, and engage others in them.
- * A thoughtful listener, strategic thinker, and strong communicator with unquestionable integrity.
- * Excellent analytical, communication, and interpersonal skills.

Review of applications will begin immediately and continue until the position is filled.

For Consideration All Applications Require:

- * Cover Letter
- * Current resume or CV
- * Contact information of three professional references. The reference contact information must be entered after the application is submitted in the "My Presence" section of the applicant profile.
- * Responses to the supplementary mission & identity questions.

Please Review Marian University's Mission & Identity Statement before responding to the supplementary questions on your application:

<https://www.marian.edu/faith>

Marian University is an Equal Opportunity Employer. All individuals, including minorities, women, individuals with disabilities, and veterans are encouraged to apply.

Contact Information

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

Contact