

Director of Academic Marketing and Communications
Old Dominion University

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Posted Sep. 20, 2024, set to expire Jan. 20, 2025

Job Title	Director of Academic Marketing and Communications
Department	UNIVERSITY MARKETING
Institution	Old Dominion University Norfolk, Virginia
Date Posted	Sep. 20, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing
Job Website	https://jobs.odu.edu/postings/21618

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Job Description

The Director of Academic Marketing and Communication is responsible for leading and supporting strategic academic marketing and communication campaigns across ODU's colleges and schools aimed at prospective undergraduate students.

This position coalesces college efforts with the university's top-of-the-funnel integrated marketing and communications brand strategies.

Additionally, the successful candidate will work in close collaboration with admissions, digital strategy, campus communicators, and news and public relations teams, to support yield campaigns, and it will identify opportunities, for inclusion in university-level stories and channels (social media, video, marketing, university news) for successful organic communication support.



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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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