

Director of Strategic Communications and Marketing
Old Dominion University

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Posted Mar. 31, 2025, set to expire Nov. 1, 2025

Job Title Director of Strategic Communications and Marketing
Department V.P. FOR RESEARCH
Institution Old Dominion University
Norfolk, Virginia

Date Posted Mar. 31, 2025

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/22952>

Apply By Email

Job Description

Job Summary

The Director of Strategic Communications and Marketing is responsible for advancing the division's top strategic priorities through the development, management, and execution of a comprehensive marketing, communications, and public relations plan for the division and ensuring strategic alignment among all communications deployed across multiple platforms and channels. The individual will devise and lead the execution of strategic public relations campaigns across traditional, digital, and social media, leveraging owned channels and conducting and overseeing targeted media outreach efforts to promote and make university research more approachable, accessible and fun by communicating issues and advances in research for the general public. The Director of Strategic Communications and Marketing will work closely with University Communications and collaborate across multiple units, to include academic units, faculty and university wide research centers and institutes.

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- **Master's Degree in Communications, Literature, English, Marketing, Public Relations or a related field of study or a bachelor's degree and related experience equivalent to a master's degree in communications, Literature, English, Marketing or related field of study.**
- Considerable knowledge of data collection, evaluation and reporting of program/plan effectiveness
- Considerable knowledge of and skill in using Microsoft Office and familiarity with design tools, e.g. Adobe Creative Cloud
- Considerable knowledge of existing and emerging social media platforms
- Comprehensive communication skills and the ability to effectively interact with diverse audiences.
- Considerable skills in developing effective partnerships and working in a collaborative manner.
- Proven track record in developing and executing successful integrated marketing campaigns that utilize storytelling across digital channels
- Proven track record in developing and executing successful social media strategies and campaigns.
- Demonstrate an entrepreneurial mindset that seeks opportunities to generate excitement, expand external engagement, and strengthen the division's research portfolio
- Demonstrated ability to work independently and collaboratively within a complex network of relationships with multiple partners on and off-campus.
- Extensive experience in working in a complex organization with a fast-paced and demanding environment
- Considerable experience in developing and managing all aspects of effective communication and public relations plans.
- Considerable experience in writing and editing professional newsletters, research press releases, as well as feature articles and straight news stories
- Considerable professional communications and marketing experience in a higher educational setting
- Basic prior working experience in professional writing and editing for social media.

Contact Information

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

Contact

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