

Director of Marketing and Communications
Tufts University

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Posted Nov. 3, 2025, set to expire Mar. 15, 2026

Job Title	Director of Marketing and Communications
Department	University College
Institution	Tufts University Medford, Massachusetts
Date Posted	Nov. 3, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing Financial Planning/Budget Management Computing/Informational Services
Job Website	https://jobs.tufts.edu/jobs/22481?lang=en-us&iis=Job+Board&iisn=AcademicKeys

Apply By Email

Job Description

Overview

Please include a cover letter with resume.

As part of a mission-driven institution, University College (UC) at Tufts University strives to make education accessible to all, fostering learning and engagement across a wide spectrum of audiences. UC is committed to expanding access to Tufts and transforming the lives of diverse learners across generations through innovative and high-quality educational opportunities, career acceleration, and community connections. Since our school's establishment in 2018, UC has experienced rapid growth and is planning significant expansion, including a variety of new professional non-credit credentials, high school programs, and new degrees, all while broadening access to Tufts' exceptional educational offerings. UC currently offers a variety of educational content through Tufts Pre-College Programs, the

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Osher Lifelong Learning Institute, and the new Center for Professional and Workforce Impact. Operating in a dynamic environment, UC is positioned to become a leading presence in the greater Boston area in the next 5 years. Visit universitycollege.tufts.edu to learn more.

What You'll Do

The Director of Marketing and Communications plans the strategic direction for marketing and communications to further the goals, values and mission of University College consistent with the strategic communications objectives of the university. The Director owns and implements the marketing strategy for University College and its affiliated programs, developing and implementing a comprehensive and tailored strategy that meets or exceeds target enrollment goals within budget. Responsibilities include strategy development in collaboration with program owners and key stakeholders, vendor management, and ownership of the College's media plan, website, social media, email builds and strategy, and CRM. The position is responsible for developing and maintaining a detailed budget, managing the enrollment nurturing strategies for University College, coordinating the development of program-specific content and tailoring marketing content to meet the needs of post-admit students, developing and managing a strategy for University College program alumni, working with UC leadership and program contacts to meet their needs and establish regular communication patterns, identifying cross-promotion opportunities. The Director drives increased program visibility, improving prospective student engagement, and optimizing the student enrollment process.

The Director provides expertise in brand management, strategic communication, media relations, digital and social media strategy, effective paid and organic strategies, search engine optimization (SEO), website development, content training and strategy, print and online publications, and videography and photography. They serve as the primary communications contact and expert for University College.

This is a hands-on role that requires active involvement in the design, development and management of enrollment and marketing services, and content assets that support the unique needs of University College and our specific learner populations.

Essential Functions

Marketing Strategy and Implementation 50%

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- Owns the development and implementation of fully integrated and multi-channel enrollment marketing strategies for University College educational offerings and actively engages a wide range of internal and external constituencies (e.g., students, parents, alumni, partners) all in line with program, UC, and Tufts goals and that result in increased visibility and attracting prospective learners. Drives proposals for future directions and strategies to UC leadership.
- Develops and supports implementation of overarching strategy and design for all program and offering communications, including personalized messaging and digital targeted marketing.
- Collaborates closely with UC leadership, program directors, school-based stakeholders, and University marketing peers, to oversee and/or complete content development and delivery for enrollment marketing initiatives including email marketing, newsletters, landing pages, presentations, social media marketing, paid advertising, videos, print and other collateral.
- Oversees the development and implementation of email content and campaigns for specific audiences or processes, including process emails, Tufts channel emails, post-enrollment emails, and alumni emails, as well as internal communications about University College (within UC and within Tufts). Serves as primary copywriter for consistent, high-quality, engaging, persuasive, and informative content.

Systems, Technology, Website 20%

- Manages integrations across multiple tools and platforms to advance UC marketing goals
- Owns the UC website and ensures all content and functionality is optimized. Creates and develops the UX landscape for the UC website in partnership with IT colleagues, including updates, maintenance, and development of content for program websites and social media. Advocates for and facilitates placement of program content on university and school-based websites, social media, and related assets.
- Collaborates closely with colleagues across UC and Tufts Technology Services related to technology/systems maintenance, enhancements, new functionality, and optimization.

Performance Assessment and Financial Management 20%

- Tracks and evaluates the performance of marketing activities, reviewing key performance indicators (KPIs) to drive improvements to the marketing plan. Interprets metrics and analytics requested from vendors and University Communications and Marketing to inform strategic decision making; reports out on metrics and analytics regularly to key stakeholders.
- Assesses and refines marketing approaches through continuous improvement efforts.
- Develops and manages the marketing budget across all UC needs
- Ensure all financial transactions are addressed accurately and in a timely manner

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Resource & Relationship Management 10%

- Identifies opportunities for strategic use of vendors and consultants. Manages negotiation, oversight, timelines, performance, and evaluation of such.
- Manages and mentors marketing staff members, student workers, and temps. Nurtures the culture of the team and inspires outstanding performance and growth.
- Establishes and maintains collaborative and professional relationships with academic departments, faculty, student life staff, advisors, and administrative teams across the university. Optimizes interactions with University Communications and Marketing. Hosts regular progress update meetings with key stakeholders.

What We're Looking For

Basic Requirements:

- Bachelor's degree and 10 years+ of experience in professional marketing strategy roles
- In-depth knowledge of digital, email, and influencer marketing and demonstrated ability to identify and successfully target new markets.
- Knowledge of the latest marketing techniques including a thorough knowledge of digital marketing
- Experience developing marketing plans and media spends with a proven ability to exercise sound, data-driven decision-making.
- Demonstrated experience creating and supporting content marketing asset development, requiring strong writing skills.
- Excellent communication and interpersonal skills for engaging with internal and external stakeholders.
- Excellent critical thinking skills; ability to manage and evaluate competing priorities and juggle multiple tasks to completion.
- Superior organizational skills, attention to detail, ability to manage and execute multiple projects.
- Ability to work at strategic, consultative, and tactical levels.
- Experience with Google Analytics, social platforms, Microsoft Office Suite
- Experience managing at least some of the following: HubSpot, Salesforce CRM, Slate, Destiny One/Extended Education, Drupal, basic graphic design software

Preferred Qualifications:

- 10-15 years of experience in professional marketing strategy roles
- Advanced degree
- Experience in higher education setting strongly preferred.

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- Supervisory experience

Pay Range

Minimum \$106,100.00, Midpoint \$132,600.00, Maximum \$159,100.00

Salary is based on related experience, expertise, and internal equity; generally, new hires can expect pay between the minimum and midpoint of the range.

Contact Information

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

Contact

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