



# UNIVERSITY OF DALLAS

*The Catholic University for Independent Thinkers*

Executive Director of Marketing and Communications

Job Number: 3768UD

**Office of Advancement**

**Date Posted: 5 July 2017**

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## WHO WE ARE

The University of Dallas is a private university leading in academics that has been consistently ranked as one of the top regional universities in the country, holds a place in the list of the top 10 Catholic colleges in the West by U.S. News & World Report, and is ranked in the top 15 Catholic colleges nationwide by Forbes. We thrive on professional development, a family oriented environment, rich tradition, and great employee benefits!

## JOB DESCRIPTION

UD is currently seeking an Executive Director of Marketing and Communications to serve as the University's chief marketing officer. This individual will lead the university's marketing and communications efforts to advance the missions of the University of Dallas, provide strategic direction, oversight and resource management to enhance the university's brand position, raise awareness of its distinct attributes, and effectively engage key constituent groups including prospective and current students, parents, alumni, donors, faculty and staff.

## PRIMARY RESPONSIBILITIES

- Provides consultation to the President and senior administration to identify marketing priorities and goals.
- Create and maintain highly productive and collaborative relationships with personnel in Admissions, Development, Alumni Relations, and other externally focused offices and departments.
- Leads a centralized team in the areas of web communications and management, creative services, marketing and brand strategy, social media, media relations and public information, and crisis communications.
- Identify marketing and promotional opportunities to position the University of Dallas for greater media visibility in a large media market.
- Develop innovative ways to make the University's website a key marketing tool for conveying the University of Dallas mission and vision.
- Ensure compelling, relevant and timely content that features faculty, student and alumni accomplishments and that showcases the university in new and interesting ways through various media and communications platforms to advance student recruitment, constituent engagement and increase philanthropic support.
- This job description is not to be construed as an exhaustive statement of duties, responsibilities or requirements. Employees may be required to perform other job-related duties as requested by the supervisor, subject to reasonable accommodation.



#### **MINIMUM REQUIREMENTS**

- Bachelors' Degree in a field appropriate to the position.
- At least 10 years of progressively responsible experience as a multi-faceted marketing and communications professional.
- Advanced knowledge of the customer experience and customer journey mapping, and ability to identify measurable touch points on the customer journey.
- Demonstrated knowledge of brand development, and current marketing and communications trends including new media channels.
- Strong problem solving skills with the ability to understand the complexity of an issue and advise administration on appropriate strategies.
- Ability to articulate and translate the institutional brand into print and digital formats.
- Ability to create, maximize, manage, and oversee budgets, ensuring adherence to cost parameters, ongoing tracking of budgetary progress and compliance with policies and procedures.

#### **PREFERRED QUALIFICATIONS**

- Experience in leading a marketing and communications department in a higher education or nonprofit environment preferred.
- Master's degree preferred.

#### **ADDITIONAL INFORMATION**

- Manages professional staff including Creative Services Manager, Marketing Manager, Web Manager, Communications Specialist, and Copywriter.

#### **BENEFITS**

UD provides competitive pay and benefits including eligibility to participate in medical, dental, life & disability insurance, employee events, health & wellness program, a free fitness center, at least 30 paid days off annually, accruing 12 days sick time, free tuition for employee and family, and retirement plan contributions.

If this sounds like the job for you, apply online at: <https://hr.udallas.edu/apply/>

**The University of Dallas is an Equal Opportunity/Affirmative Action employer. The University does not discriminate against individuals on the basis of race, color, religion, sex, national origin, genetic information, protected veteran status, age, or disability in the administration of its employment practices.**