

UNIVERSITY OF DALLAS

Director of Marketing & Communications

Job Number: 12375UD

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WHO WE ARE

The University of Dallas (UD) is a Catholic liberal arts university known for its excellence in academics. We have consistently ranked as one of the top regional universities in the country, holding a place on both U.S. News & World Report's list of the Best Regional Universities (West) and Forbes' Best Value Colleges. We are dedicated to and guided by our [Mission](#) and thrive on professional development, a family-oriented environment, our rich traditions, and exceptional employee benefits.

JOB DESCRIPTION

UD is currently seeking a Director of Marketing and Communications responsible for leading the development and implementation of projects to advance the mission and vision of the University of Dallas. This role oversees the areas of creative services (graphic design, editors, writers), communications projects (internal and external), and social media, and leads cross-departmental teams to ensure timely delivery of print and digital marketing projects. This individual will lead and direct content development projects for key constituent groups, such as donors, alumni, current and prospective students that adhere to the university's brand guidelines, and serves as a lead representative for the Marketing and Communications team interfacing with all academic and professional departments.

PRIMARY RESPONSIBILITIES

- Plan and execute strategic marketing and communication priorities and goals as defined by the Vice President for Marketing and Communications.
- Establish and maintain highly productive, collaborative, and constituent-centric relationships with colleagues across Advancement, Admissions, external stakeholders, and other departments and divisions.
- Manage, prioritize, and ensure timely completion of project requests by internal stakeholders, from concept to delivery. Identify and improve workflow efficiencies.
- Plan and execute writing, video, and digital projects that produce compelling content that advances student recruitment, constituent engagement and inspires philanthropic support.
- Working with the Marketing & Communications Manager, manage efforts to improve the University's digital presence through its web sites, social media channels, and email platforms.
- Lead efforts to implement a university-wide intranet to improve internal communications among faculty and staff, and serve as the primary Marketing and Communications team member to lead the intranet steering committee.
- Leverage data to inform strategy and decision-making.
- Manage outside vendors providing marketing and communications support to the University.
- Other duties as assigned to ensure the effective operation of the Office of Advancement.

MINIMUM REQUIREMENTS

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- Bachelors' Degree in a relevant field.
- 5-7 years of progressively responsible experience as a multi-faceted marketing and communications professional.
- 3-4 years of managing a team of multi-disciplined professionals.
- Strong oral, written, and interpersonal communication skills, including comprehensive knowledge of AP Style.

PREFERRED QUALIFICATIONS

- Experience at various organizational levels in marketing and communications department in a Catholic higher education or Catholic nonprofit environment preferred.

ADDITIONAL INFORMATION

- Manage staff, including, but are not limited to: Manager of Marketing and Communications, Editor, Web Manager, Social Media Manager, and Graphic Designers. Manage contracts with outside vendors related to print production, direct mail, and branded merchandise.
- Demonstrated knowledge of brand development and current marketing and communications trends, including new media channels.
- Develop and lead successful marketing campaigns to achieve specific, measurable results.
- Ability to guide and implement a media relations program, and to manage and place positive stories and mitigate negative stories, if necessary.
- Ability to work with media markets. Advanced knowledge of the customer experience and customer journey mapping, and the ability to identify measurable touchpoints on the customer journey.
- Work with cross-functional teams to ensure strategic brand alignment across all communications channels.
- Use market research and data analysis to optimize budgets and campaign effectiveness.
- Articulate and translate the institutional brand into print and digital formats.
- A strategic thinker in developing, articulating and implementing a vision for media relations, marketing and communications.
- Oversee budgets, ensuring adherence to cost parameters, ongoing tracking of budgetary progress and compliance with policies and procedures.

BENEFITS

UD provides competitive pay and benefits, including eligibility to participate in medical, dental, life and disability insurance; employee events; a health and wellness program; a free fitness center; competitive leave programs; tuition benefits for employees and their families; and matching retirement plan contributions.

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

The University of Dallas seeks to recruit, develop, and retain faculty, staff and administration of the highest caliber.

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The University is an Equal Opportunity Employer, and encourages applications from female and minority candidates and others who will enhance our community and advance our Mission.