Working Title: Director of Marketing and Communications
Hayes Hill Title/Level: Director, Public Information (M), Limited appointment

Position Reports to: Dual reporting to Chancellor and Vice Chancellor for Enrollment Management

Position Summary:
The Director of Marketing and Communications is responsible for facilitating collaboration with all campus departments and offices to create and sustain a comprehensive and integrated communications and marketing program and meet the needs and strategic priorities of UW-Superior. The Director will provide leadership in formulating strategies to enhance the mission, visibility, image and awareness levels among all stakeholders. The Director will oversee a collaborative team of individuals that contribute in the areas of media relations, publications, marketing, graphic design, website content, videography, photography, and printing. The office of University Marketing and Communications is organized for strategic communication, and includes internal and external communication, public relations, legislative relations, media relations, publication, print purchasing, news service, design, web design and maintenance, photo/video and advertising. This position has dual reporting to the Chancellor and the Vice Chancellor for Enrollment Management and is a member of the Chancellor’s Cabinet.

Duties and Responsibilities:

1. Oversee the development and implementation of the strategic marketing and communications plan in support of the University’s mission.
2. Oversee the University’s communication and marketing functions including strategic communication planning, media and public relations, publications, event marketing, branding, web communications, multi-media productions, marketing plans, graphic styles and advertising.
3. Provide strategic leadership for the internal departments and external promotion of UW-Superior at the direction of the Chancellor.
4. Supervise marketing and communications professionals including student staff with a strong emphasis on customer service. Determine staffing needs and make staffing recommendations. Hire, train, motivate, evaluate and assign work responsibilities.
5. Serve as primary liaison with legislatures and local officials working to enhance relationships and campus connections. Collaborate with UW System on issues related to government relations.
6. Manage campus crisis communication.
7. Coordinate the development of marketing and communication campaigns for distinct audiences: prospective and enrolled students (traditional and non-traditional), parents, alumni, donors, state and regional leadership, and the community at large and to distinguish it from local, regional and national competitors.
8. Collaborate in the development of individual marketing plans and/or tactics for specific departments and units as necessary.
9. Collaborate with admissions and manage all recruitment marketing and communication efforts.
10. Articulate clear communication themes and messages for all campus units to disseminate.
11. Oversee and manage university marketing and communication budgets to ensure optimal return on investment and efficient use of resources.
12. Serve on department, division, and university committees; participate in various professional, civic, community, or university organizations to further enhance visibility and marketing efforts.
13. Serve as the representative for the university related to public and legislative relations interacting with constituents, general public, government and at internal and external functions both in and out-of-state as required to meet university goals.
14. Complete other duties as assigned.
Knowledge, Skills and Abilities:

- Knowledge of and experience in applying the principles of integrated marketing and communications including brand management
- Proven experience in public relations with an understanding of working with a diverse group of constituent groups
- Knowledge and possession of high professional standards and a personal code of ethics characterized by honesty, integrity, openness, and fairness
- Strong leadership skills with proven success in hiring, training, leading, motivating, assessing and supervising professionals within a team environment
- Strong administrative skills including planning, budgeting, managing resources, and presenting
- Strong analytical and critical thinking, project management, problem recognition and resolution skills, including the ability to organize departmental data for effective planning
- Skill in operation of modern office machines, equipment and computers and relevant software.
- Ability to lead, develop, motivate and assess personnel through a collegial, collaborative and transparent leadership style
- Ability to think strategically while being a “hands-on” team leader and team player
- Ability to work on multiple projects simultaneously and work well under limited time constraints
- Ability to assist with design, edit, and production of print and/or web materials.
- Ability in setting priorities, resolving conflicts, and managing multiple priorities.
- Ability to communicate effectively, both verbally and in writing.
- Ability to participate in evening and week-end events as necessary.

Required Qualifications

- Bachelor’s degree from an accredited institution in marketing, public relations, advertising or related field;
- Four years of related professional work experience.

Preferred Qualifications

- Master’s degree from an accredited institution in marketing, public relations, advertising or related field;
- Six years of related professional work experience;
- Professional work experience in higher education.