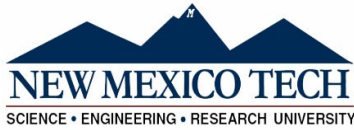


Posted: July 14, 2022



POSITION ANNOUNCEMENT

TITLE: DIRECTOR, UNIVERSITY MARKETING & COMMUNICATIONS

DEPT: MARKETING & COMMUNICATIONS

REG

TEMP

FULL TIME

PART TIME

STARTING RATE or SALARY RANGE: Negotiable

Employees being promoted to a higher classified position receive the minimum for the position or a pay rate adjustment of 8% whichever is greater.

All regular positions also entitle the employee to several benefits including health, dental, vision, life insurance, and retirement which is largely paid by New Mexico Tech for the employee and dependents.

INTERNAL POSTING THROUGH: Concurrent CONSIDERATION WILL BE GIVEN FIRST TO TEMPORARY AND REGULAR TECH EMPLOYEES WHO APPLY WITHIN THE 7 DAY INTERNAL POSTING. APPLICATIONS RECEIVED AFTER THE 7 DAY POSTING MARGIN WILL BE CONSIDERED WITH OTHER OUTSIDE APPLICANTS.

JOB DUTIES:

The Marketing and Communications Director provides leadership and oversight for the development and management of marketing and communication activities for New Mexico Tech (NMT) in support of the university's vision, mission, and strategic plan. Reporting to the President, the Director serves as a member of the President's Cabinet. The position's primary focus is to strengthen, amplify, and protect the university's brand and reputation among key internal and external stakeholders. The Director leads marketing efforts and communications that realize the institution's strategic objectives in areas such as student recruitment and retention, career placement of NMT graduates, promotion of faculty and research staff's accomplishments and expertise, alumni relations and engagement, and philanthropy. The Director will work with external and internal constituents to ensure that the NMT brand is properly used to maximize its impact across diverse platforms and to ensure effective communication occurs throughout all internal and external university constituents. The incumbent will work collaboratively with individuals and divisions at New Mexico Tech, and develop and implement creative and measurable plans for marketing and communications.

Marketing Duties:

- Develop and maintain a comprehensive marketing strategic plan that advances New Mexico Tech and achieves the university's vision, mission and key strategic goals. Develop measurable benchmarks and objectives to measure progress towards these goals.
- Collaborate with internal and external partners to execute a marketing plan across all media platforms (including but not limited to television, print media, digital media, and social media) that builds relationships, strengthens the New Mexico Tech brand, and achieves philanthropic priorities, as well as state and federal legislative priorities.
- Meet with advertising vendors and advise leadership on advertising rates, schedules, and options, and secure affordable and effective marketing opportunities for the university by developing solid relationships with available outlets.
- Employ a data-driven approach to evaluate markets and media through research, focus groups, and other methods to identify new marketing opportunities.
- Build relationships within the NMT community to understand the marketing and branding needs of multiple campus constituencies and respond to their needs. Help departments and divisions create high-quality, on-brand marketing programs to reach their specific needs within the university's overall marketing strategy.
- Oversee NMT's website and social media outreach programs to ensure that they are innovative, current, well maintained, and effective.
- Oversee the creation, editing, and execution of institutional videos for use in marketing, outreach, and advertising.
- Collaborate with the Vice Presidents and Directors to build marketing campaigns and determine the strategies and tactics for traditional, digital, and other marketing efforts. Design creative briefs, marketing plans and other guiding documents that set the goals and objectives for each campaign/project and that outline and track a clear set of deliverables.

Communication Duties:

- Direct the daily activities of the Office of Marketing and Communications to achieve maximum impact with various constituencies, including policy makers, opinion leaders, employees, donors and citizens of New Mexico.

- Support the Office of the President, including writing or overseeing speeches and statements, preparing background and briefing materials, and developing special communications.
- Serve as communications advisor to the President and members of the President's Cabinet.
- Ensure well-coordinated internal and external communications to strengthen the brand identity of the university through the use of appropriate media.
- Serve as a copywriter and/or editor for press releases, publications, communications, promotional pieces, in-house flyers, posters, magazines, videos, invitations, social media posts, email communications, and other promotional pieces.
- Provide expert guidance and assistance to administrators, staff and faculty in the development of communication plans and promotional materials that enhances communication with key constituents and promotes NMT.
- Serve as media liaison to various news outlets, and work with the Marketing and Communications team to plan, write, and prepare press releases.
- Research and write and/or collect copy for marketing projects including view books, brochures, fact sheets, websites, newsletters, press releases, and other communication pieces.

Administration:

- Oversee, manage and direct the Office for Marketing and Communications, including workflow, priorities and multiple simultaneous projects. The Director will build a team that is cutting edge, responsive, innovative and will set goals, delegate tasks, and follow up to ensure the following:
 - Deliverables, timeline, approvals and budget are met;
 - The best methods are used to provide the most return for a limited marketing budget;
 - Timely responses are given to the needs of external and internal constituents at all times;
 - Decisions are made on which campaigns and marketing pieces will best advance the university's strategic initiatives and priorities;
 - Key NMT marketing campaigns are coordinated across campus; and
 - Provides primary oversight and approval of NMT brand development and usage
 - Ensures Campus stakeholders are educated on appropriate NMT brand usage as it pertains to the NMT logos and other publicity materials.
- Independently manage, coordinate, and track all department budgetary matters for Marketing and Communications.
- Manage the content of the NMT website, working with partner ad agencies to coordinate technical aspects, and working with accurate and up-to-date content that reflects positively on the university.

QUALIFICATIONS:

- Bachelor's degree required with an emphasis in marketing, communications or a related field, plus six (6) years of progressive professional experience in marketing and communications or a related area.
- Master's degree preferred with emphasis in marketing, communication or related field plus four (4) years of progressive experience in marketing, communications, or related area.
- Five (5) years' experience in a leadership, management or a supervisory role.
- Excellent verbal, written, and editorial communication skills.
- A clear commitment to the importance of higher education and the values of New Mexico Tech.
- Strong analytical and project management skills, with ability to prioritize and manage multiple projects.
- Strong knowledge and engagement in professional social media platforms.
- Commitment to diversity, equity, inclusion and belonging.
- Familiarity with Adobe Creative Cloud and/or similar graphic design, video editing, web development and photography software.
- Knowledge of marketing principles, practices and trends in higher education.
- Excellent organizational, listening and presentation skills.
- Ability to manage a complex environment of constantly changing needs and work independently with minimal supervision.
- Trustworthiness with strong personal integrity, work ethic, ethical sensitivity, discretion and perspective, as well as personal charisma.
- Values and supports all team members through the recognition of each one's unique contribution and involving them with decision-making.

Applications received by August 7, 2022 will receive priority review. Review will continue until the position is filled.

Apply to: nmtjobapps@npe.nmt.edu OR NMT/ HR 801 Leroy Place Box 108, Socorro, NM 87801.