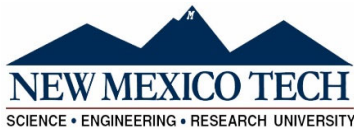


Posted: September 19, 2023



POSITION ANNOUNCEMENT

TITLE: DIRECTOR, UNIVERSITY MARKETING & COMMUNICATIONS

DEPT: MARKETING & COMMUNICATIONS

REG

TEMP

FULL TIME

PART TIME

STARTING RATE or SALARY RANGE: \$90,000-\$102,000

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:

Reporting to the Vice President of Student Life the Director of University Marketing and Communications serves at the Chief Marketing and Communications Officer of the University. The Director is responsible for developing and executing a comprehensive digital and multi-media marketing strategy to increase brand awareness, attract prospective students and employees, and to engage current students, faculty, staff, alumni and other stakeholders. The Director will have a strong knowledge of digital marketing strategies and tactics, including social media, email marketing, search engine optimization (SEO), pay-per-click (PPC) and content marketing. Additionally, the Director of University Marketing and Communications will have responsibilities related to diversity and inclusion that ensure all digital marketing efforts are inclusive and representative of the university's diverse community.

The Director of University Marketing and Communications serves as a source of expertise and support to colleagues and constituencies across the university in the development and implementation of integrated marketing and communication strategies designed to enhance the university's image and to present a consistent, unified message. Collaboration with the VPSL is essential to create on-brand and consistent messaging for internal campus constituencies. With a focus on recruitment/enrollment, revenue and reputation, the Director utilizes multi-channel marketing to reach major constituencies; formulates and presents a strategic communications plan to senior university leadership.

The Director serves as the ambassador, steward and protector of the New Mexico Institute of Mining and Technology reputation and brand. It is imperative that we tell the story of what sets the university apart through the exemplification of our vision, mission, values and five strategic themes: Empower Student Success; Enriching Engaged Learning; DEI Driven Excellence; Amplifying Research Innovation; Energizing Community; and Financial Resilience.

Administration, Planning and Operations

30%

- Provide leadership, strategic direction and management of integrated marketing, branding, internal and external communications for the University.
- Maintain integrity of University brand and champion its growth and significance among key internal and external constituencies.
- Regularly evaluate marketing and communications initiatives to measure performance toward short-term and long-term goals
- Represents the Division and Department on University related committees as assigned.
- Protect the University's reputation during challenging times by developing and implementing proactive and comprehensive crisis communications and issues management strategies, rapid response communications, and other reputational risk mitigation tactics.
- Take an engaged approach to coaching, mentoring, and guiding the teams in the Office of Marketing and Communications.
- Effectively prioritize activities to meet formal and informal deadlines.
- Provide direct and/or indirect supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).

Brand Management 30%

- Provide leadership, strategic direction, and guidance for brand consistency in campus marketing activities.
- Oversee College licensing program and print on-demand system
- Oversee the relevant groundwork (such as market and brand research and testing) necessary to inform the amplification of NMT's brand identity and messaging architecture. The brand identity framework will be well-defined and articulated, aligned to NMT's strategic plan, and mission and vision, and followed by internal and external audiences. Throughout this process, create an effective partnership network across all of NMT's stakeholders, including students, faculty, staff, alumni, and local community.
- Oversee the creation and implementation of digital marketing campaigns across various platforms, including social media, email marketing, SEO, and PPC advertising.
- Stay up-to-date with the latest trends and best practices in digital marketing and higher education to ensure the university remains competitive in the digital landscape.
- Provide leadership in the development and implementation of university policy as it pertains to marketing and communications

Leadership and Collaboration 35%

- Serve as advisor to the President, Cabinet, Board of Regents, and other university leaders regarding communications issues, management of reputational risks, major decisions and events, and crisis communications planning and response.
- Serve on the University's Emergency Response Team as the Public Information Officer.
- Oversee the articulation of the University's positions on complex and sensitive issues, ensuring that the institution's mission and accomplishments are advanced effectively.
- Work with campus partners to develop, implement and oversee the rebranding of NMT as the premier research university in New Mexico, and the premier small university in the nation.
- Promote faculty research and expertise and the University Leadership's voice through a mix of tactics, including but not limited to media relations, thought leadership content, and high-touch events.
- Collaborate with the Strategic Enrollment Management group (admissions areas, student success initiative, academic operating units, Dean of Student etc.) to guide the effort to identify, develop and execute the University's communications and customer marketing strategies for new student recruitment and various retention and persistence effort.
- Develop and execute a comprehensive marketing plan that supports the University's mission, vision and strategic priorities across all audiences.
- Lead discussions to establish a marketing budget that supports annual and strategic goals.
- Follow-through on work and deliverables to campus offices and departments.
- Maintain effective working relationships with key local, state, and national media outlets and ensure that the college is well-represented in news media by spokespeople and other individuals. Monitor statewide and national educational trends, especially those with implications for NMT.

Other duties as assigned. 5%

REQUIRED QUALIFICATIONS:

Bachelor's Degree in Marketing, Communication, Media or related field with 7 years of relevant experience. Creative, innovative individual who can effect change in a dynamic environment and be a champion for the brand. Expert oral and written communications skills, including an ability to set direction on specific issues, and produce high quality work under pressure. Understanding of public relations and issues management is essential. Significant demonstrated experience handling crisis and emergency communications in a fast-paced, higher education environment. Strong working knowledge of the latest digital and print trends, digital engagement, social media, content marketing, lead generation and acquisition strategies and tactics, search engine optimization (SEO), paid media, branding and market research techniques and practices, Google Analytics, and experience developing and interpreting data reports to measure the effectiveness of the brand and various marketing and communication strategies.

DESIRED QUALIFICATIONS:

Master's Degree in Communication, Media or related field with 5 years of relevant experience. Speaks and communicates in Spanish. Successful track record of working with national and higher education trade media to secure positive story placements. Experience in evolving a brand. Proven experience in working with and advising people in leadership positions.

LIFTING REQUIREMENTS:

(f)requently, (o)ccasionally, or (s)eldom

0 - 15 pounds	O
15 - 30 pounds	O
30 - 50 pounds	O
50 - 100 pounds	S
100 + pounds	S

PHYSICAL DEMANDS:

Standing 30%	Sitting 50%	Walking 20%	Pulling
Pushing	Lifting	Stooping	Kneeling
Crawling	Climbing	Reaching	Other

Apply to: nmtjobapps@npe.nmt.edu