POSITION ANNOUNCEMENT

TITLE: DIRECTOR, MARKETING & COMMUNICATIONS
DEPT: MARKETING & COMMUNICATIONS

REG ☑ TEMP ☐ FULL TIME ☑ PART TIME ☐

STARTING RATE or SALARY RANGE: $70,720-$78,000
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: June 30, 2022* 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 develops and manages the marketing and communication activities for New Mexico Tech in support of the university's vision, mission, and strategic plan. Reporting to the President and serving as a member of the President's Cabinet, the primary focus of the position is to strengthen, amplify and protect the university's brand and reputation among key internal and external stakeholders as a means to realize strategic objectives in areas such as student recruitment, career placement, faculty thought leadership, alumni relations and engagement, and philanthropy. The Director will work with external and internal constituents to ensure that the NMT brand is properly utilized to maximize its impact across diverse platforms.
The Director of Marketing and Communication has the primary responsibilities to direct marketing efforts and communications activities to bring favorable attention and recognition to the University. To ensure effective communication occurs throughout all internal and external university constituents, and work collaboratively with individuals and divisions on New Mexico Tech campus, and develop and implement creative and measureable plans for marketing and communications.

Marketing Duties:
Develop, implement, evaluate and refine a comprehensive marketing strategy designed to advance New Mexico Tech achieve the university's vision, mission and key strategic goals.
Develop and assess measurable goals and objectives that advance the university's marketing objectives in support of the university’s overall strategic goals, including secure affordable and effective marketing opportunities for the university by developing solid relationships with available outlets.
Collaborate to implement innovative marketing strategies to build relationships; enhance institutional reputation; strengthen the brand of New Mexico Tech; and achieve philanthropic priorities, as well as state and federal legislative priorities.
Evaluate markets and media through research, focus groups and other methods to continually identify new opportunities to get key messages to key audiences, ensuring industry best practices and outcomes that support the goals, brand, image, and mission of the University across all media channels. Meet with advertising vendors and advise the leadership on advertising rates, schedules, and options.
Create sustainable and effective ways to work with divisions and departments across campus to help them build high-quality, targeted, affordable and on-brand efforts to reach their specific needs within the university’s overall marketing strategy.
Oversee NMT’s website and social media outreach programs in order to ensure they are innovative, current, well maintained, and effective, as well as, oversee the creation and execution of institutional videos for use in marketing, outreach, and advertising.
Collaborate with the Vice President’s and Directors to build marketing campaigns and determine the strategies and tactics that drive the creation and distribution of traditional, digital, and other marketing efforts. Build creative briefs. Marketing plans and other guiding documents that set the goals and objectives for each campaign/ project that outline and track a clear set of deliverables.
Oversee, manage and direct the Office for Marketing and Communications, including workflow, priorities and multiple simultaneous projects to guarantee:
  • Deliverable, timeline, approvals and budget are met;
• The best methods are utilized 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 campaign is coordinated across campus; and
• Campus stakeholders are educated and monitored on appropriate NMT brand as it pertains to logos and their usage.

**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, overseeing event planning, 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. The director will also act as a copywriter and/or editor for press releases, publications, communications, promotional pieces, in-house flyers, poster magazines, videos, invitations, social media, email communications, and other promotional pieces. Provide expert guidance and assistance to administrators, staff and faculty in the development of communication plans that will enhance communication with key constituents and further the promotion of NMT. Assist with or serve as media liaison to various news outlets, as well as planning, writing, and preparation 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. Must be able to diplomatically ensure that copy submitted to others is clearly written, edited, and proofread.

**Administration:**
Oversee, manage and direct the Office for Marketing and Communications, including workflow, priorities and multiple simultaneous projects to guarantee:
• Deliverables, timeline, approvals and budget are met;
• The best methods are utilized 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 is coordinated across campus; and
• Campus stakeholders are educated and monitored on appropriate NMT brand as it pertains to logos and their usage. 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.

**REQUIRED 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. Experience in management or a supervisory role. Excellent verbal, written and editorial communication skills. Demonstrated ability to craft and deliver compelling and creative content. Strong project management skills, with ability to prioritize and manage multiple projects. Actively engaged in professional social media platforms. Committed to diversity, equity, inclusion and belonging. Familiarity with adobe Creative Suite and/or related software. Knowledge of marketing principles, practices and trends in higher education. Excellent organizational, listening and presentation skills. Proactively delivers a high level of customer service while maintaining high quality work products that meet critical deadlines. Ability to manage complex environment of constantly changing needs and work independently with minimal supervision. Coordinates and facilitates cross-functional collaborations. Demonstrates a clear commitment to the importance of higher education and the values of New Mexico Tech. Exemplifies trustworthiness with strong personal integrity, work ethic, ethical sensitivity, discretion and perspective, as well as personal charisma. Builds ensuring greatness for the division through a combination of skills in personal humility, plus professional leading with courage, managing proactively and objectively, developing insight and intuition, thinking in diverse ways- analytically, systematically, holistically, and strategically. Embodies a skill for patience, decisiveness, professionalism, tactfulness, resourcefulness, diplomacy, helpfulness and deploys emotional intelligence and good judgement skill in working with others. Values and supports all team members through the recognition of each one’s unique contribution and involving them with decision-making.

Apply to: nmtjobapps@npe.nmt.edu OR NMT/ HR 801 Leroy Place Box 000, Socorro, NM 87801