

Director of Marketing, Communications, and Engagement - University College

Apply

Washington University (West Campus), Clayton, Missouri

Full time

JR68708

Scheduled Hours

37.5

This position involves a hybrid schedule.

Position Summary

Develop, oversee, and execute strategies for communications and marketing that promote programs and activities that advance the mission and goals of University College.

Job Description

Primary Duties & Responsibilities

Develop and Oversee Marketing and Communications

- Lead the development and execution of a comprehensive marketing, communications, and engagement strategy aligned with University College's mission and strategic objectives that reaches all stakeholders and constituents in the St. Louis region and beyond.
- Create and execute an annual, comprehensive, and integrated brand and direct marketing plan, with budget forecast, for general awareness and by program for University College, Osher Lifelong Learning Institute (OLLI), Summer Writers Institute (SWI), Prison Education Project (PEP) and supported units.
- Oversee image awareness/branding campaigns, including building and executing communication strategies to elevate internal and community brand awareness, image and relevance of University College and supported units.
- Plan, direct, monitor and evaluate all public relations efforts for University College and supported units.
- Collaborate with Summer Writers Institute (SWI) faculty director in development and delivery of marketing and recruitment strategies for SWI programs.
- Manage all collateral materials, both print and digital, including those created by external consultants.
- Conduct data analysis to determine effectiveness of marketing efforts and spending, reporting results to upper-level management.
- Promote and maintain membership, assist in marketing and recruitment efforts and serve as ex-officio of marketing committee for the Osher Lifelong Learning Institute (OLLI)
- Plan, negotiate and purchase media for campaigns, monitoring invoicing and payment process in accordance with university policies.
- Oversee Market Research and Development
- Develop, direct and oversee primary and secondary market research to inform and guide strategic analysis plan and initiatives.
- Analyze student, market and competitive data and recommend actions that guide strategic planning.

Manage Marketing Staff

- Oversee hiring, training, development, motivation, and management of staff including employee performance review and maintenance of staffing plans.
- Develop and implement policies, systems, and procedures that foster a positive culture and maximize cross-functional collaboration.
- Ensure staff understands and participates in the development of a marketing and communications strategy.

Digital Platform Management

- Create, manage, and sustain an impactful online presence through the website and social media.
- Develop, direct and oversee digital delivery systems related to online appointment scheduling, student/constituent communication systems, content management systems, and analytics.
- Develop and manage all data collection efforts for online forms, document solutions, and digital workflow processes for University College and supported units.
- Facilitate webinars for University College, OLLI, SWI, PEP and supported units.

Other Duties

- Plan and participate in recruitment and enrollment activities including preview night, open houses, regional and corporate presentations, and other events to promote University College.
- Serve as University College School Planning Partner to the Commencement Office for graduation and recognition ceremonies.
- As assigned.

Preferred Qualifications

- Master's Degree in Marketing, Communications, Public Relations or related degree.
- Three years supervisory experience.
- Prior experience working in a University environment, especially in promotion for adult and continuing education.
- Experience with CRM database system.
- Strong leadership and interpersonal skills.
- Excellent organizational, administrative, and communication skills, both written and verbal.
- Ability to plan, organize, direct others and manage resources.
- Ability to work in a highly collaborative environment.
- Ability to work independently with a high degree of reliability, accuracy, and productivity.
- Possess advanced analytical skills and the ability to assess pertinent data and develop a framework for effective and practical solutions to complex issues.
- Ability to meet deadlines with varying degrees of pressure; must possess a strong work ethic and determination; must be detail-oriented.
- Strongly motivated individual driven by curiosity and challenge.
- Ability to analyze and resolve difficult problems, to integrate information from multiple sources, to utilize creative thinking, and to exercise considerable judgment and resourcefulness.
- Experience in planning and prioritization of strategic organizational objectives.
- Experience in developing and executing marketing and communication plans to achieve objectives.
- Exceptional relationship and business development skills.

Required Qualifications

Bachelor degree and five years of experience in marketing, brand management, communications or related field.

Grade

G13

Salary Range

\$63,900.00 - \$109,100.00 / Annually

The salary range reflects base salaries paid for positions in a given job grade across the University. Individual rates within the range will be determined by factors including one's qualifications and performance, equity with others in the department, market rates for positions within the same grade and department budget.

Pre-Employment Screening

All external candidates receiving an offer for employment will be required to submit to pre-employment screening for this position. The screenings will include criminal background check and, as applicable for the position, other background checks, drug screen, an employment and education or licensure/certification verification, physical examination, certain vaccinations and/or governmental registry checks. All offers are contingent upon successful completion of required screening.

Benefits Statement

Washington University in St. Louis is committed to providing a comprehensive and competitive benefits package to our employees. Benefits eligibility is subject to employment status, full-time equivalent (FTE) workload, and weekly standard hours. Please visit our website at <https://hr.wustl.edu/benefits/> to view a summary of benefits.

EEO/AA Statement

Washington University in St. Louis is committed to the principles and practices of equal employment opportunity and especially encourages applications by those from underrepresented groups. It is the University's policy to provide equal opportunity and access to persons in all job titles without regard to race, ethnicity, color, national origin, age, religion, sex, sexual orientation, gender identity or expression, disability, protected veteran status, or genetic information.

Diversity Statement

Washington University is dedicated to building a diverse community of individuals who are committed to contributing to an inclusive environment – fostering respect for all and welcoming individuals from diverse

backgrounds, experiences and perspectives. Individuals with a commitment to these values are encouraged to apply.

Applicant Instructions

When you are ready to apply, creating an account only takes a minute. Your account creates a candidate home page which we will use to communicate with you and allows you to apply for jobs and view your application statuses. The first page of the application offers two “Quick Apply” options. Quick Apply allows you to either use a previous application or create a new application using a resume to populate the work experience and education sections of your job application. If using a resume to populate your application, check to ensure the application fields populated accurately. You may skip the “Quick Apply” page by clicking “Next” at the bottom of the page. Documents may be uploaded in the My Experience section of the application. You also have the option to apply with a LinkedIn feature, which allows you to apply by using your LinkedIn profile to populate some of the job application fields.