**Assistant Director, Communications/Marketing Standard Job Description**

**Classification Title:** Assistant Director, Communications/Marketing

**FLSA Exemption Status:** Exempt

**Pay Grade:** 13

**Job Description Summary:**

The Assistant Director, Communications/Marketing oversees internal and external agency communications, coordinates development of effective marketing/ communications materials and implements a strategic marketing/communications plan.

**Essential Duties and Tasks:**

**40% Strategic Communications and Planning**

* Leads the creation and implementation of strategic marketing and communications plans aligned with organizational goals.
* Coordinates with internal teams to develop workflows, processes, and solutions to operational challenges.
* Collaborates with departments to identify promotional opportunities and align messaging strategies.
* Provides guidance and quality control to ensure compliance with branding standards and communication guidelines.
* Represents the communications team in meetings and contributes to strategic decision-making.

**20% Marketing and Campaign Management**

* Implements marketing plans and manages budgets for digital and print campaigns.
* Develops content for campaigns using graphic design to engage and inform target audiences.
* Collaborates with team members to produce social media content, brochures, and branding materials.
* Coordinates production schedules and monitors deliverables to ensure timely execution.

**10% Team Leadership and Supervision**

* Oversees a team of designers and coordinators to meet communication objectives.
* Assigns responsibilities and ensures timely completion of deliverables.
* Conducts team meetings to address updates, challenges, and solutions.
* Provides mentorship, training, and performance evaluations to support staff development.

**10% Stakeholder Engagement and Liaison Work**

* Serves as liaison to departments, centers, and institutes to support communication needs.
* Establishes processes to ensure equitable service distribution across departments.
* Builds trust and models effective communication and planning practices.

**20% Duty Title (for the department's use)**

* Remaining Percentage Can Be Determined by Department to Meet Business Needs or Can Be Incorporated into Percentages Above.

**Qualifications**

**Required Education:**

* Bachelor’s degree in communications or equivalent combination of education and experience.

**Required Experience:**

* Seven years of related experience.

**Required Licenses and Certifications:**

* None.

**Required Knowledge, Skills, and Abilities:**

* Excellent verbal and written communication skills and presentation skills.
* Knowledge of word processing, spreadsheet and presentation software.
* Ability to multitask and work cooperatively with others.

**Additional Information**

**Machines and Equipment:**

* Computers
* Telephone
* Printer

**Physical Requirements:**

* None

**Other Requirements and Factors:**

* This position will include some evening and weekend work.
* This position is security sensitive.
* This position requires compliance with state and federal laws/codes and Texas A&M University System/TAMU policies, regulations, rules and procedures.
* All tasks and job responsibilities must be performed safely without injury to self or others in compliance with System and University safety requirements.

**Is this role ORP Eligible? If so, it needs to meet the criteria on the** [**Rules and Regulations of the Texas Higher Education Coordinating Board**](https://reportcenter.highered.texas.gov/reports/data/user-friendly-version-of-ch-25/)**.**

[ ]  **Yes**

[x]  **No**

**Does this classification have the ability to work from an alternative work location?**

[ ]  **Yes**

[x]  **No**