 **Director, Marketing and Communications Standard Job Description**

**Classification Title:** Director of Marketing and Communications

**FLSA Exemption Status:** Exempt

**Pay Grade:** Commensurate

**Job Description Summary:**

The Director of Marketing and Communications, under general direction, plans and implements a comprehensive marketing and communications strategy. Promotes advancement of department or member by enhancing name recognition and public perception through strategic marketing channels.

**Essential Duties and Tasks:**

**40%. Marketing and Communications Operations**

* Projects critical issues in the marketing and communications area and assists in the development of projected marketing and communications strategies.
* Creates programs, activities, and ceremonies to announce awards, scholarships, and other special activities.
* Defines and monitors advertising content and promotional messages ensuring the goals of the member or department are communicated consistently through brand management.

**20%: Leadership & Management**

* Manages the internal and external communications systems for the assigned member or department.
* Assists in event planning and provides communications advancement services.

**20%: Collaboration**

* Establishes and maintains effective and cooperative relationships with administrators, businesses, community leaders, and representatives of communications media and governmental organizations.

**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 Marketing, Communications, or other applicable field, or equivalent combination of education and experience.

**Required Experience:**

* Ten years of related experience. Three years of supervisory experience.

**Required Licenses and Certifications:**

* None.

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

* Strong communication skills, including excellent writing, oral communication, and interpersonal skills.
* Demonstrated ability to effectively communicate with several different audiences using all media channels.
* 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**

**No**

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

**Yes**

**No**