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

**Classification Title:** Executive Director, Marketing and Communications

**FLSA Exemption Status:** Exempt

**Pay Grade:** Commensurate

**Job Description Summary:**

The Executive Director, Marketing and Communications under general direction, manages the development and implementation of marketing promotions and public relations programs directed to numerous internal and external constituencies. Serves as the focal point for developing and coordinating news stories promoting Texas A&M University.

**Essential Duties and Tasks:**

**40% Development**

* Plans and manages the development of marketing, promotion programs, and related activities for communication to a broad array of external audiences including corporations, foundation leaders, businesses, and civic/social groups.
* Develops and maintains ongoing relationships with local, State, and National media representatives and responds to media requests.

**20% Communication Coordination**

* Initiates and coordinates television, radio, digital, and print media for important events and announcements.
* Serves as campus representative at community events as assigned.
* Conducts media relations programs for selected events or activities.

**20% Oversight**

* Oversees the creation, monitoring, and updating of social media projects, pages, and postings.
* Oversees the updating and editing of content on Texas A&M University member web pages.
* Maintains media archives.

**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 applicable field or equivalent combination of education and experience.

**Required Experience:**

* Ten years of experience in journalism, marketing or public relations with an emphasis on writing and pitching stories. Three years of supervisory experience.

**Required Licenses and Certifications:**

* None.

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

* Journalism industry knowledge, including news writing and editing skills.
* Excellent communication and leadership skills.
* Ability to multi-task and work cooperatively with others.

**Additional Information**

**Machines and Equipment:**

* Computer
* Telephone
* Calculator

**Physical Requirements:**

* None.

**Other Requirements and Factors:**

* Work outside of standard work hours, including evenings, weekends, and/or holidays.
* 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?**

[x]  **Yes**

[ ]  **No**