Marketing and Communications Manager

Job Number: 14234UD

Date Posted: April 26, 2024

_____.

SUMMARY

UD is currently seeking a Graduate Marketing Manager, who under the directorship of the Vice President for Marketing and Communications, is responsible for leading the development and implantation of projects to advance the mission and vision of the University of Dallas. This position oversees creative services (graphic design) and web design and collaborate closely with other team members and departments.

PRIMARY RESPONSIBILITIES

x Plan and execute marketing and communication priorities and goals as defined by the Vice President for Marketing and Communications.

x Establish and maintain highly productive, collaborative, and constituent-centric relationships with colleagues across Advancement, Admissions, external stakeholders, and other departments and divisions.

x Manage, prioritize, and ensure timely completion of project requests by internal stakeholders, from concept to delivery. Identify and improve workflow efficiencies.

x Manage outside vendors providing marketing and communications print and product support to the University.

x Manage, plan, and oversee social media content for all UD social media channels. Coordinate and collaborate with internal social media content managers to ensure consistent brand messaging and compliance with university policies.

x Coordinate and schedule photography and video requests for campus events.

x Supervise a professional staff, including Web Manager and Graphic Designers.

MINIMUM REQUIREMENTS

- Bachelor's degree in a relevant field.
- 3-5 years of experience in the marketing and communications profession.
- Demonstrated knowledge of brand development and current marketing and communications trends, including new media channels.

PREFERRED QUALIFICIATIONS

- Supervisory experience.
- Experience working with others collaboratively and at various organizational levels
- Experience working in a marketing and communications department in higher education or Catholic nonprofit.

ADDITIONAL INFORMATION

- *This position is for a two*