



3800 S 48th St. | Lincoln NE 68506

Job Description Director of Integrated Marketing Communications

Classification

Full-time, exempt (salary)

Salary Range

Commensurate with experience and level of educational achievement according to Union College's remuneration structure for staff.

Target Date of Employment

March 1, 2024

Position Description

The Director of Integrated Marketing Communications is responsible for managing and facilitating the work of the Integrated Marketing Communications office — which includes managing projects and communication functions while participating in the production work. The director will also work with the Vice President for Enrollment Management to help develop marketing and public relations goals and strategy for the university and set priorities for the team to best execute these strategies.

Qualifications

- A bachelor's degree in marketing, communication, public relations, graphic design or related field is preferred.
- Excellent interpersonal skills with emphasis on communication and relationship development with colleagues and students.
- Proven ability to manage a creative team to meet established deadlines and goals with excellent results.
- Experience with technology and software — including Office, Google apps and Adobe Creative Cloud.
- At least five years of experience working in marketing, communication, public relations or related field is required.
- Skills in journalistic writing, graphic design, video production, media relations or crisis communication are preferred.
- Flexible to work outside of normal business hours as needed.

Responsibilities

- Direct the operations, staff and projects of the Integrated Marketing Communications Office.
- Work in conjunction with the Vice President for Enrollment and other administrators to set marketing and public relations goals and strategies for Union.
- Direct the execution of established recruiting and fundraising marketing and promotional strategies and projects.
- Oversee the coordination and fulfillment of the marketing and communication needs of campus departments as they fit with the priorities set by university leadership.
- Work with the IMC team and Union leadership to manage the university brand and maintain consistent messaging and visual identity while working to build brand recognition across key audiences.

- Oversee all external communication channels for Union, including publications, social media, website, mass email, video and recruiting materials — in addition to performing other communication functions such as media relations and crisis communication.
- Facilitate a plan for the division of duties among the IMC team and assume direct responsibility for a reasonable portion of duties.
- Perform other appropriate duties as the Vice President for Enrollment Management may authorize or request.

Special Requirements

- An expressed commitment to Jesus Christ, the teachings and mission of the Seventh-day Adventist Church; a Seventh-day Adventist church member in good and regular standing.
- Must have a valid driver's license and be willing to travel and use a personal vehicle when necessary.
- Must be currently authorized to work lawfully in the United States.
- Must be able to read, write and speak English fluently.

Physical Demands

- This job operates in typical office setting. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.
- Requires sitting, standing bending, and reaching and may require lifting up to 50 pounds occasionally.
- Requires manual dexterity sufficient to operate standard office machines listed above, other office equipment, and photo or video equipment. Essential tasks are performed under normal office/school conditions with little or no noticeable discomfort. Work area is well lighted and ventilated.
- Ability to speak clearly to communicate instructions and clarify understanding.

Application

Consideration of submitted materials will begin immediately and will continue until the position is filled. Applicants should complete an [application](#) and upload cover letter and references. Submission of materials as a PDF is preferable.

Additional Contact Information

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Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.