



DATE ISSUED: 06/03
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Director of Marketing

JOB SUMMARY

Assists the Associate Vice President for Marketing and Communication in the strategic marketing of the university's academic programs, especially to adult learners. Work is performed under minimal supervision and performance is based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Associate Vice President for Marketing and Communication

Supervises: Clerical Staff

PRIMARY DUTIES - May include, but not limited to the following:

Plans general and program-specific marketing campaigns.
Conceptualizes and produces marketing materials, including publications, ads, direct mail, electronic media and Internet.
Researches marketing opportunities that reach target audiences.
Makes marketing placements.
Assesses effectiveness of marketing placements.
Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ADDITIONAL DUTIES

Performs other duties as requested.

EDUCATION

Bachelor's degree in marketing, advertising, public relations or related field.

EXPERIENCE

Three to five years experience and demonstrated proficiency in a position requiring comparable skills and results.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

Demonstrated ability to plan and implement a marketing plan.

Ability to multi-task and meet deadlines.

Ability to work effectively as a member of a creative team.

Ability to take direction and work independently.

Ability to meet performance goals.

Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.

Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.

Knowledge of management methods and ability to provide administrative guidance and provide direct training and supervision as needed.

Ability to apply budgeting and fiscal planning techniques within financial constraints.

Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.

Ability to communicate effectively - orally, by phone, in person, and in writing.

Ability to use a personal computer and other office equipment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. May be required to lift or move 25+ pounds.

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WORK ENVIRONMENT

Supervisors are responsible for maintaining an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed primarily indoors. The noise level is usually low to moderate. While performing the duties of this position, the employee may be required to travel.

SAFETY

Supervisors are responsible for the safety of their employees by creating and maintaining a safe work environment. New employees should be provided with safety instruction during the first 30 days of employment and receive, as applicable, annual refresher safety training. Supervisors should operate equipment safely and report any unsafe work conditions or practices to Management or Safety Coordinator. Supervisors should insure that employees work in a safe manner and submit injury/accident reports to the Office of Human Resources within 24 hours of notification.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.