

NOTICE OF VACANCY

Position Title: DIRECTOR OF MARKETING & COMMUNICATIONS

SALARY: \$55,000 - \$60,000

REPORTS TO: VP for External Affairs & Executive Director of the USAO Foundation

BENEFITS: Institutional fringe package includes pension plans, life, health, dental and vision insurance

POSITION DETAILS: Full-time

HOURS: Monday-Friday; 8:00AM to 5:00PM

START DATE: As soon as possible

SUPERVISORY DUTIES: Manage a team of 3-5 direct reports

RESPONSIBILITIES:

Under the supervision of the Senior Vice President of External Affairs, the Director of Marketing & Communications is responsible for overseeing all marketing and communications efforts for the university. This includes leading a team in developing and executing internal and external communication and marketing strategies to support recruitment, fundraising and community engagement efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement a comprehensive marketing and public relations plan to increase awareness of the university.
- Work closely with all academic and administrative divisions to develop innovative and effective marketing strategies to support increased visibility and recruitment efforts for the university.
- Manage the college's website, social media, advertising campaigns and print/electronic publications to ensure brand consistency.
- Develop and implement marketing plans to promote university events.
- Lead the marketing and communications team, fostering a collaborative and high-performance environment.
- Serve as official point of contact for university communications and handle crisis communications, providing leadership and direction to manage the university's response to crises.
- Cultivate relationships with media outlets.
- Manage relationships with external vendors/contractors relative to advertising, publications, and direct mail; serves as primary liaison with external service providers for media buying.
- Responsible for management of USAO's Printshop.

- Oversees the department's operating budget.
- Performs other related duties as assigned.

QUALIFICATIONS:

Bachelor's degree required. Minimum five years experience in media, public relations or marketing. Must possess excellent public and interpersonal communication skills, public relations acumen, knowledge of software for graphic design, video, multimedia, spreadsheet and photography. Professional attitude, appearance and public speaking skills required. Successful candidate must demonstrate a high degree of individual initiative and observe high standards of personal and professional integrity. Preference given for knowledge of printing, video and media production, web management, budget management, and photography.

TO APPLY:

Complete the USAO application at (<https://usao.edu/about/personnel.html>). When completing the USAO application, please attach a letter of interest, detailed resume, 3 professional/academic references, and any necessary transcripts.

ABOUT USAO: The University of Science and Arts of Oklahoma (USAO) is a public liberal arts college located in Chickasha, Oklahoma, about 40 minutes from Oklahoma City, and is a member of the Council of Public Liberal Arts Colleges (COPLAC). It is charged by the Oklahoma State Regents for Higher Education "to provide an outstanding general education program for the State of Oklahoma with strong offerings in the liberal arts and sciences. The experience will feature interdisciplinary team-teaching and will extend throughout the undergraduate experience." To support this charge USAO is directed "to assemble a faculty whose interests, knowledge, and experiences transcend their specialized fields of graduate study and who are dedicated to liberal arts education." For more information about USAO, see www.usao.edu.

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

This institution, in compliance with Titles VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and other federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, or status as a veteran in any of its policies, practices, or procedures. This includes, but is not limited to, admissions, employment, financial aid, and educational services.

As required by the US Department of Education, employees are required to report violations under Title IX and, under the Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act (Clery Act), select individuals are required to report crimes. If this position is identified as a Campus Security Authority (Clery Act), you will be notified, trained, and provided resources for reporting.