

## **ASSOCIATE DIRECTOR OF COMMUNICATIONS AND MARKETING**

### **Job Overview**

The Associate Director of Communications and Marketing reports to the Director of Communications and Marketing at the Buffett Early Childhood Institute and manages the day-to-day operations of the communications unit and leads events, project management, internal communications, database creation and management, as well as implements communications and marketing programs and activities, and assists with media relations.

The Designer and Marketing Specialist, Events Manager, and a Communications Associate report to the Associate Director of Communications and Marketing.

### **Buffett Early Childhood Institute Profile**

Envisioned as a new model for how public higher education is engaged in the first years of life, the Buffett Early Childhood Institute (<https://buffettinstitute.nebraska.edu/>) is a four campus, university-wide, multidisciplinary research, education, outreach, and policy institute of the University of Nebraska committed to helping transform early childhood development and education in Nebraska and across the nation. The long-term goal of the Institute is to be a leading center where scholars, practitioners, community members, and policy makers collaborate to advance a unified approach that can improve the lives of young children and families and the systems that support them.

Applicants should note that the goals of the Institute are university-, state-, and nation-wide, but the location of the Institute administration is in Omaha. This position will work primarily out of the Omaha office.

### **Job Responsibilities**

This job description is not to be considered an exhaustive or exclusive statement of duties, responsibilities, or requirements. Employees may be required to perform other job-related instructions as requested. This list describes major responsibilities to support the Buffett Institute by aligning marketing and communication strategies to the Institute goals:

#### **Manage day-to-day operations (55% and considered essential functions)**

- Manage the operations of the communications department.
- Lead communications project management: follow print and digital projects from start to finish, including project request intake, event briefs, project prioritization, creation of project timelines, routing projects for review and approvals, research, copyediting, coordination with vendors for printing/purchasing, and other collaborative project needs as they arise.
- Create the Institute's database to manage all Institute contacts and oversee maintenance of database utilizing best practices.
- Implement integrated marketing communications plans and strategies to achieve the Institute's

programmatic and public outreach and education goals.

- Direct content strategy and management of the Institute's channels in alignment with the editorial plan.
- Contribute writing and editing to Institute publications and press materials, working closely with program staff and leadership.
- Hire vendors and approve final work products.
- Assist Director with media relations.
- Assume other responsibilities as assigned by the Director.

### **Events (35% and considered essential functions)**

- Lead planning and program development for conferences and special events of the Institute, working closely with Institute leadership to ensure events meet Institute goals and objectives.
- Supervise communications projects, conferences, events, and staff and consultants involved in implementation.
- Supervise or oversee production of publications, materials, collateral items, development of conference and communications materials, working with designers, writers, social media managers, and vendors to produce and distribute materials.
- Direct or oversee all conference and meeting arrangements with the Events Manager and the Institute's administrative staff, including logistical arrangements, catering, technology and presentation requirements, travel and accommodations for speakers and participants, etc.
- Direct the development of annotated agendas and conference notes to help ensure events meet programmatic and communications objectives. Ensure that conference and meeting follow-up occurs that documents key discussion and action items.
- Develop outreach plans for conferences and events; conduct outreach with university, partner, and stakeholder organizations to promote conferences and meetings and deepen Institute relationships.
- Conduct site visits to review and secure conference and meeting sites and negotiate agreements with venues as necessary. Develop and cultivate relationships with both university staff and outside vendors to help organize events.

### **Internal Communications (10%)**

- Develop and implement internal communication program for the Institute to ensure staff are informed about Institute-wide activities and able to convey accurate, consistent information about the Institute to external audiences.

### **Required Qualifications**

- Bachelor's degree in journalism, public relations, marketing, or related field.
- Six years of experience implementing communications strategies and programs for an organization.
- Demonstrated Supervisory experience.
- Demonstrated success in managing and executing communications strategies, programs, and teams.
- Outstanding project management skills and ability to lead teams in a fast-moving, deadline-oriented organization.
- Exceptional writing, editing, and copy-editing skills with an ability to work with research and program staff to translate and make understandable complex issues to a wide variety of audiences.
- Media relations experience.
- Experience in identifying communications vendors and consultants to assist with various projects and ability to ensure that deliverables are met on time and within budget.

- Demonstrated success in developing and implementing internal communications programs to staff.
- Strong ability to work collaboratively across an organization.
- Ability to work in a fast-paced environment, managing multiple priorities and working well under pressure with strict deadlines.
- Excellent analytical and problem-solving skills.
- Team building experience.

### **Preferred Qualifications**

- Master's degree in relevant field.
- Experience in higher education.
- Customer Relationship Management (CRM) tool experience.
- Content Management System (CMS) tool experience.

### **How to Apply**

Applications are processed through the on-line job posting at <https://careers.nebraska.edu>. Follow instructions to complete the Standard Application. Along with your application, attach a cover letter, resume, and contact information for three professional references. Direct questions about the position to: [humanresources@nebraska.edu](mailto:humanresources@nebraska.edu). Direct questions about the on-line application process to: (402) 472-7990.

The University of Nebraska is an Affirmative Action/Equal Opportunity Employer and participates in E-Verify. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, disability, gender identity, sexual orientation or protected veteran status.

## **ADDENDUM FOR ASSOCIATE DIRECTOR OF COMMUNICATIONS AND MARKETING**

### **Competencies**

- Nature/Complexity of Work

This position requires an individual who works with considerable independence, energy, initiative, strong work ethic, and sound judgment in a complex day-to-day environment. Ability to lead operations and manage staff. Strong attention to detail, accuracy, professional discretion, and sensitivity to confidential information, a record of effective teamwork with others, and time management skills are required. Knowledge of the University of Nebraska's organizational structure and interrelationships among the campuses and internal and external constituencies is helpful in this position.

- Problem Solving/Decision Making

Problem solving and appropriate decision making are required in every element of this position. Key duties involve independent judgment regarding analysis of issues and actions required to support day-to-day business transactions. Actions are governed by broad objectives, professional ethics, university procedures and/or business acumen.

- Strategic Input

This individual is required to be proficient and conscientious when representing the Buffett Institute and the University at all times. Administrative review is often necessary before information is released by this position, but the responsibility for error-free detail supporting analytical information rests on the employee.

- Know How  
This position demands the ability to take initiative, operate independently, and thrive in a fast-paced and multi-tasking environment. One should demonstrate exceptional interpersonal skills with a strong orientation toward diplomacy, tact, collaboration, and teamwork; exceptional verbal, writing, editing, and proofreading skills; must be detail-oriented and accurate; must have ability to prioritize effectively and quickly respond to shifting priorities; the ability to collect, compile, and analyze facts, draw conclusions, and recommend solutions; possess a strong work ethic and willingness to work beyond regular hours, if necessary; and demonstrate a high level of professional discretion and confidentiality. Thorough knowledge of the integrated marketing communications field is necessary (see job description). Ability to interpret and prepare information for analysis activities and communicate findings to management is essential. Must follow Board of Regents By-laws and policies and state and Federal Law and other rules and regulations.
- Technical Skills  
This position demands technology proficiency, with a willingness to learn and utilize new technologies relating to (but not limited to) digital communications tools (website/CMS, CRM, Social Media), project and portfolio management, and budget tracking. Proficiency in using Microsoft Word, Excel, PowerPoint, and Outlook is also required.
- Interactions  
This position will be expected to manage individuals and their projects. Ability to assume authority role, advocate new ideas, identify and address obstacles. Construct quality project/ work plans with deliverables from minimal definitions. This position will help build and strengthen relationship with the University of Nebraska campuses and must have the ability to work as a member of a team, as well as independently, in a complex environment, and with respect for confidential and sensitive information. This position interacts also interacts with many external constituencies.
- Supervision  
This position supervises the Designer and Marketing Specialist, the Events Manager, and a Communications Associate. This position reports to the Director of Communications and Marketing.

**General Information:**

Job Family: Public Relations

Job Code: 49344300 (PR/ Mktng/ Development Senior PROF)

Salary Range:

FLSA: Exempt

Position Number: 131

Org. Unit Number: 50008150 (BECl)

Date of Last Update: 05/16/2019 by S. Gartner, Director of Human Resources.

The physical requirements and work conditions described here are representative of what an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Physical Requirements:**

Attendance at the work place is critical. While performing the duties of this job, the employee is routinely required to have vision for up close and far away, talk, hear, sit and use hands to touch, feel, handle and operate routine office equipment. The employee is occasionally required to stand, walk, climb stairs, bend, reach, twist, and lift, carry or move up to 15 pounds. The employee is required to occasionally travel to and participate in meetings and conferences which may require the ability to drive a motor vehicle or stay overnight.

**Work Conditions:** The noise level in the work environment is usually moderate and there are frequent interruptions as the Institute staff conduct business in cubicles, walled office space and conference rooms.

**Job Description reviewed and approved by:**

Name	Date	
		Employee
<i>Sheryl Gardner</i>	05/16/2019	Human Resources Representative
<i>RK Harper</i>	05/17/2019	Supervisor or Department Representative