Director of Marketing and Strategic Communications

The University of Nebraska is recruiting for a director of marketing and strategic communications, a senior-level position in the Office of the President of the University of Nebraska system, located in Lincoln, Nebraska. The director will manage a communications and marketing staff and will work collaboratively with individuals and organizations on the University’s four campuses (UNL, UNO, UNK and UNMC). We are seeking a talented and experienced individual to lead, motivate, supervise and evaluate a team of talented professionals to promote a consistent, professional and collaborative image for the University and help achieve University short-term and long-term goals. The director will be expected to develop and implement creative and measurable communications and marketing plans that encompass advertising, public relations, market research, publications, digital/social media, events, media relations and other aspects of strategic marketing; manage the budget to support the Office of Marketing and Strategic Communication; manage the Nebraska.edu website; assist the chief identity officer, brand manager and reputation manager for the University; and lead the University-wide Marketing Committee.

Duties include:

Marketing Initiatives

- Develop, implement, evaluate and refine a comprehensive marketing strategy designed to help the university advance and achieve key institutional goals.
- Use innovative marketing strategies to build relationships, enhance institutional reputation, strengthen the University of Nebraska brand, and achieve state and federal legislative priorities.
- Develop and assess measurable goals and objectives that advance the Strategic Framework as well as marketing objectives.
- Plan and conduct market research.

Communication Initiatives

- Direct the daily activities of the Office of Marketing and Communications to achieve maximum impact with various constituencies, including policymakers, opinion leaders, employees, donors and citizens of Nebraska.
- Supervise the communications functions within University Affairs including media relations, event planning, web communications and speechwriting.
- Develop and manage a communications strategy to promote the university-wide Collegebound Nebraska tuition assistance program.
- Build a culture of collaboration with internal partners including campuses, institutes, NU Foundation and university administration.
- Serve as a communications advisor to the President, Vice Presidents, Board of Regents and colleagues.
- Support the Office of the President, the Office of Global Engagement, and the Offices of State and Federal Relations, including writing or overseeing speeches and statements, overseeing event planning, preparing background and briefing materials and developing special communications.
Provide communications support to university-wide institutes and programs and help leaders identify communications needs and resources.

Supervision

This position reports to the Vice President for University Affairs and exercises direct supervision over employees in the Office of Marketing and Strategic Communication.

Qualifications

Required

- Bachelor’s degree in English, journalism, public relations, marketing or related field
- Minimum 8 years of experience in strategic marketing communications
- Demonstrated knowledge and expertise in marketing and communications strategy

Preferred

- Master’s degree
- Directly related work experience in higher education, policy and advocacy
- Outstanding project management skills
- Excellent writing skills; innovative approach and creative execution
- Demonstrated ability to responsibly manage a budget
- Demonstrated success in managing, supporting and motivating staff
- Creative and strategic application of digital and social media technologies
- Experience and expertise in marketing, media relations, public affairs, crisis communications, issues management, social media and public relations
- Commitment to the ideals of a major public research university

An equivalent combination of education and experience from which comparable knowledge is acquired may be considered.

To apply, submit a letter of interest and resume to: communications@nebraska.edu.
Review of resumes will begin May 23, 2013.