



## Savannah State University Position Description – Director of Marketing & Communications

### ***POSITION DESCRIPTION***

Position Title: Director of Marketing & Communications    FLSA Status: Exempt  
Reports to: Vice President for University Advancement  
Division: University Advancement  
Date Prepared: May 21, 2009

### ***BASIC FUNCTION***

The Director of Marketing & Communications integrates numerous disciplines, including web and online media; video, photography, and broadcast; marketing and advertising; editorial; publication production; graphic design; as well as media relations and internal communications to promote the president, university programs, events, faculty expertise and student achievements to the local, regional, and national media, and to other internal and external audiences.

### ***NATURE & SCOPE***

This key position is responsible for developing and implementing the university's full range of marketing and communications efforts critical to strengthening its brand and visibility toward generating new enrollment and expanding private financial support. With oversight by the Vice President for University Advancement, the Director of Marketing & Communications works directly and creatively with the president, other senior administrators, and faculty to create and execute a broad-based marketing strategy to promote a favorable public image to internal and external audiences through the development of appropriate media/public relations and other communications activities. The Director of Marketing & Communications advances the institution's mission and identity by providing news and information through verbal, written and electronic communications and works to continually establish and maintain relationships with media and the community at large. Ensuring the continuity of communication messages and themes, the Director spearheads all media outreach and response; and manages and supervises members of the Communications & Marketing team, which are responsible for all publicity, promotion and public information activities as well as writing, editing and producing program brochures, annual reports, the web and other written and electronic material.

### ***PRINCIPLE ACCOUNTABILITES***

- Design, create and implement a comprehensive marketing and communications strategy that incorporates all audiences and stakeholders.
- Develop and lead all marketing campaigns, including but not limited to messaging, material, and outreach plans to advance the university's strategic and operating objectives.
- Oversee the creation and production, and coordinate the writing and publication, of major university internal and external communications and event marketing materials; including the SSU Magazine twice yearly, annual President's Report, and Homecoming Newsletter, quarterly Presidential video; as well as admissions brochures, and development direct mail appeals, etc.
- Maximize use of electronic communication, including overseeing and updating the website, the marquis', and integrating new media and social networking tools into outreach efforts.
- Develop and execute a media partnership plan that enables the university to capitalize on strategic partnerships with corporate advertisers and media/entertainment companies.
- Proactively cultivate and maintain strong working relationships with local, specialty and national media. Write and edit all press releases, letters, articles, stories and backgrounders that promote SSU.
- Collaborate with Chief Information Officer to ensure effective and timely SSU website and marquis board messaging.
- Develop and manage the departmental budget to maximize resources.
- Lead the department's annual planning and goal setting.
- Member, Commencement & Homecoming Committees.
- Other duties as assigned.

***SPECIALIZED KNOWLEDGE, SKILLS, ABILITIES, AND/OR COMPETENCIES REQUIRED***

- Superior writing, editing, verbal, interpersonal, and management skills
- Broad functional experience in areas of strategic planning, marketing, and advertising/promotions.
- Proven ability to communicate effectively with diverse audiences in a variety of formats/settings.
- Demonstrated ability to strategize, analyze, organize, handle crisis situations, and manage negative publicity.
- History of building visibility for an organization.
- Ability to exercise tact, mature judgment, confidentiality, diplomacy, flexibility, and to independently prioritize workload.
- Proven leader with experience supervising staff and working well in teams.
- Experienced, fiscally prudent, budget manager.
- Effective time manager with proven ability to meet deadlines while managing multiple projects.
- Demonstrated project management skills.
- Ability to understand the big picture and implement the little one.
- Creative, high-energy, results oriented, self-starter with a can-do attitude.
- Passionate advocate for higher education with thorough understanding of HBCU's in general, and Savannah State University and its mission in particular.

***EDUCATION AND EXPERIENCE REQUIRED***

- Bachelor's degree in Communications, Public Relations/Marketing, English, Journalism, or related field
- 10+ years experience as a senior level public or media relations professional essential, preferably in higher education, non-profit, or government setting.
- Experience as an organization's spokesperson, including during crisis situations.
- Experience managing staff and freelancers, and working collaboratively on teams.
- Experience developing and producing internal communications materials and publications.
- Experience using a variety of media tools including video, the Internet, print brochures and speaking engagements.
- Experience as a journalist or marketing professional, a plan.