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# Example of Director, Marketing & Communications Job Description

Our growing company is looking to fill the role of director, marketing & communications. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for director, marketing & communications

* Maintain frequent bi-lateral communication with Regional Specialists to understand corporate objectives and ensure that cluster strategies are aligned
* Serve as resource for helping to champion excellence and sustained success for campaign planning and execution for UIF and three universities
* Oversee the day to day operations, management and executable tasks including project assignments and working relations with any outside partners regarding creative, copy, printing, marketing and communications materials for campaign planning and execution
* Write/edit/proof remarks for UIF leadership (president, board chair, and other board officers/members)
* Establish and monitor metrics for marketing and communications engagement, comparative analysis, data driven decisions and ROI
* Work collaboratively with a wide range of individuals and stakeholders such as UIF staff, (including the president and the board)
* Examine organizational assumptions and status quo, asking strategic and tactical questions to ensure quality decision-making, effective solutions/improvements, and meaningful outcomes
* Research, vet, select and establish great relationships with vendors and partners while overseeing all outsourced projects (design, print, web, video, photography, AV)
* Manage all marketing, communication and branding materials in accordance with UIF, University, and/or campus marketing, communication and development policies and procedures
* Maintain constant awareness of the direction and manage status of all projects, including anticipating strategically and coordinating situations, needs and conflicts that unexpectedly evolve

## Qualifications for director, marketing & communications

* An advanced degree in marketing, communications, journalism or a related field preferred
* Extensive knowledge of and experience in communicating the value and impact of graduate education and the undergraduate and graduate student experience at a research one university
* Demonstrated ability to integrate and to manage, encourage and motivate a high-functioning team
* Proven ability to work with a variety of constituents with unique objectives to define and articulate an organization’s image and priorities
* Proven ability to work well in a fast-paced, complex environment with frequently changing and competing priorities
* Demonstrated strong computer software knowledge, including proficiency in Microsoft Office (Word, Excel, PowerPoint, Access)