



## Office of Communications and Marketing

# Director of Communications & Marketing

This position is located at IUPUC in Columbus, Indiana.

IUPUC—Indiana University-Purdue University Columbus—continues to deliver high-quality undergraduate and graduate degree programs aligned with and responsive to regional educational needs since 1970. IUPUC is located in Columbus, Indiana, and enrolls between 1,500 and 1,800 students annually. IUPUC offers academic programs to students who reside in Bartholomew, Brown, Decatur, Jackson, Jefferson, Jennings, Johnson, Ripley, Shelby, and other counties in southern Indiana.

### RESPONSIBILITIES

The Director of Communications and Marketing serves as a senior administrator for Indiana University-Purdue University Columbus (IUPUC) and will collaborate with the Vice Chancellor and Dean and other senior administrators on developing and implementing strategies that reflect the IUPUC mission and IUPUC shared values and beliefs.

The Director of Communications and Marketing will lead marketing, communications, and public relations at the campus level. Major responsibilities will include researching and formulating marketing strategies in conjunction with the Vice Chancellor and Dean, designing and implementing marketing, communications, and public relations programs supporting the marketing needs of all campus academic and administrative divisions, and implementing the IUPUC brand both internally and externally. This position will also manage the development of new content, strategy, and branding of digital presence for both internal and external communications, including, but not limited to overseeing the development of online and print materials for IUPUC, including website, social media, and related video and photography.

### REQUIREMENTS

Bachelor's degree from an accredited institution in marketing, communication, new media, or a related field required, plus at least 5 years of post-secondary education experience with demonstrated excellence in communication, public relations, social media, web design, and/or marketing. Supervisory experience required.

The successful candidate should possess strategic planning experience; Understanding of brand development and management; Vendor management, and familiarity with social media, web editing, and graphic design tools. Advanced knowledge, skill, and technical proficiency in using word processing, database, page layout, and website content management software, including Adobe and Microsoft Office products. Must understand emerging media channels and their relevance to target audiences.

Organizational skills to manage multiple concurrent projects. Must be able to manage project completion deadlines with lean staff support. Ability to work with a variety of people; Managerial skills to supervise professional and support staff; Must be able to interpret policies and procedures, develop policies and procedures, problem solve as needed, and maintain confidentiality.

### INSTRUCTIONS ON HOW TO APPLY

Qualified applicants interested in the position must apply online at <https://jobs.iu.edu/> Search for **posting #08051P**. A resume and cover letter must be submitted with your online application. Indicate in your cover letter why you are interested in becoming a member of IUPUC's team. The deadline for applications is **Friday, June 15, 2018**.

### BENEFITS/PERKS

University-sponsored benefit plans are a significant part of Indiana University's total compensation package. You may want to go to <http://hr.iu.edu/benefits/> to learn more about the resources, services, and other generous benefits available to Indiana University employees.

Columbus is located one-hour south of Indianapolis, 1¼ hours from Louisville, and 1½ hours from Cincinnati. Columbus is a unique Midwestern community with a population of 46,000 known for its world-class architecture. The American Institute of Architects ranked Columbus sixth in the nation for architectural innovation and design – right behind Chicago, New York, Boston, San Francisco, and Washington, D.C. There are wonderful programs for young children, many parks, excellent philharmonic orchestra, and people trails. The community is also well known for its culture and its predilection for innovation.

For further information, please visit: <http://www.iupuc.edu/> and <http://columbus.in.us>

**IUPUC is an EEO/AA employer, M/F/D/Veteran**