



## The University of Nebraska at Omaha is seeking a Director of Marketing, University Communications

Reporting to the Executive Director of University Communications, the Director of Marketing is responsible for the development and execution of the creative direction and brand management for the University of Nebraska at Omaha in support of general image awareness and recruitment efforts. The director of Marketing is responsible for moving projects from concept to delivery and establishing assessment modules to track the effectiveness of marketing initiatives.

The Director of Marketing is responsible for overseeing this strategic work in these main areas: Marketing, Branding, advertising, Graphic Design, by leading the in-house agency with graphic design and photography, in addition to the management of outside vendors.

The Director of Marketing is also responsible for:

- Overseeing and coordinating a strategic marketing communications strategy for UNO's CRM and the university-wide campaigns on a local, regional, and national level
- Collaborating with the Director of Digital Communications on website initiatives to ensure consistency of branding and marketing messages

The Director of Marketing has a "dotted line" level of supervision to the Student Affairs and Enrollment Management communications staff, including graphic design, in order to ensure a strong and collaborative relationship between the units and for consistency of messaging and brand initiatives.

### Required Qualifications:

- Bachelor's Degree
- 5 years progressively responsible integrated marketing communications and/or public relations and crisis communications experience
- Prior supervisory experience
- Valid driver's licence

### Salary Information:

Commensurate with Experience

For questions, please contact UNO Human Resources at [unohr@unomaha.edu](mailto:unohr@unomaha.edu)

To apply, please visit: <http://unomaha.peopleadmin.com/postings/8497>

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