Assistant Director, University Marketing

Job Code 50025868

General Description
Provide supervision and direction to web and social media focused personnel.

Examples of Duties
Lead the web and social media team and distribute workload.
Direct the content strategy, digital design, copywriting, analytics, and monitoring activities performed by social media and web staff.
Provide advice and assist the director in management of all departmental functions including the development of the department strategic plan.
Manage the digital advertising and marketing efforts.
Serve as lead in partnerships with IT, Admissions and other departments on campus in web/social-related initiatives.

Knowledge, Skills, and Abilities
Knowledge of: graphic and digital design; HTML, JAVA, CSS, and baseline development; content management systems; web and social media advertising.

Skill in: leadership and team management; leading project teams; clear and concise communication.

Ability to: prepare clear, concise and grammatically correct reports and documentation.

Experience and Education
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

Other Requirements