

JOB INFORMATION

Effective Date	2/1/2023
Job Code:	3248
Job Title:	Director, Marketing/Brand Strategy
Salary Grade/Structure:	070 - Admin-Professional
Career Level Name:	M2 - Middle Manager
FLSA Name:	Exempt
EEO Code:	10-Exec, Admin, Mgmt
Job Function:	Marketing & Communications
Job Family:	Marketing & Communications
Job Summary	The Director, Marketing and Brand Strategy works in collaboration with the AVP of Marketing and Communications to lead the creative arm of University Marketing and Communications. The Director provides strategic counsel, direction, and guidance to the AVP in developing and executing marketing and communications plans. The Director works to champion, align, and integrate the brand throughout the University. The Director leads UHCL’s work to elevate and amplify the university brand and message in support of the University’s strategic imperatives.

COMPETENCIES

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

Education Level	Education Details	Required/Preferred	
Bachelor's Degree	Degree in Marketing, Public Relations, Communications, or related field.	Required	
Master's Degree	Degree in Marketing, Public Relations, Communications, or related field.	Preferred	

Work Experience

Experience	Experience Details	Required/Preferred	
Considerable	Minimum seven years of experience overseeing marketing, branding, creative and digital services within a company, university, or agency.	Required	
Some	Experience working in higher education, marketing, and/or communications.	Preferred	
Some	Superior understanding or marketing and advertising principles, including measurement and analytics, and a track record or fostering creativity across multiple mediums.	Preferred	
Some	Experience in brand management and stewardship with knowledge of developing and maintaining identity standards.	Preferred	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred
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Knowledge, Skills and Abilities

KSAs	Proficiency
• Knowledge and familiarity of higher education environment.	Proficient
• Knowledge of marketing and advertising principles, including measurement and analytics, and a track record or fostering creativity across multiple mediums.	Proficient
• Knowledge of utilizing emerging and social media to engage constituent.	Proficient
• Skills in digital campaign development and implementation including experience managing digital and web communications as well as media planning and advertising placement.	Skilled
• Skills in brand development and activation.	Proficient
• Skills in Google Analytics and Web CMS platforms.	Proficient
• Ability to manage and track spending and budget efficiently.	Proficient
• Outstanding editorial, written and verbal, interpersonal, and presentation skills including the ability to eloquently convey UHCL's branding vision and priorities to administration, faculty, staff, students and outside constituencies.	Proficient
• Ability to manage multiple projects and priorities.	Proficient
• Knowledge of brand management and stewardship with knowledge of developing and maintaining identity standards.	Proficient

JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

Essential Functions

Essential Function	% TIME
• In collaboration with AVP of Marketing and Communications and campus leaders, develop marketing strategies in support of university's strategic priorities and elevating the University's national reputation and public identity.	25%
• Lead, manage and coordinate university branding effort and coordinate with related outside partners.	25%
• Prioritize marketing of academic programs and the alignment of resources (staff and budget) with those priorities.	10%
• Provide leadership to the Marketing and Brand Strategy team, aligning the team's work with that of colleagues across Marketing and Communications and with campus partners to deeply align their work with the university's strategies.	15%
• Lead the development of annual marketing plans in pursuit of their priorities and evaluate the effectiveness.	10%
• Recommend and manage market research activities, as needed, to support marketing and brand objectives. Work closely with staff to oversee market research.	5%
• Manage relationships with external consultants focused on specific deliverables and results.	5%
• Other related duties as assigned.	5%

PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No

Pulmonary Function Test:	No
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PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise			X		
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Travel Requirements

Estimated Amount	Brief Description