

Position Announcement
Director, Communications and Marketing
College of Business and Economics
West Virginia University

DUTIES AND RESPONSIBILITIES

List and completely explain the current duties and responsibilities of the position. Consider work performance over a 12-month period. Employees must use their own words to describe duties and responsibilities.

Duties and Responsibilities

The Director of Communications and Marketing, College of Business and Economics (B&E), is responsible for assisting the administration, faculty, staff, and/or other personnel with B&E's integrated communication and marketing activities via Web 2.0 social networking, print, radio, television, and any other key media in order to enhance the prestige and goodwill of the College and to ensure that the needs and reputation of B&E are optimized. Key duties and responsibilities include the following:

I. Content Management, Media and Public Relations, and Marketing

The Director manages all B&E Communications activities, including:

- Develop, implement, manage and affect a comprehensive communications plan for B&E, working with external consultants, WVU Office of University Advancement, and all B&E divisions and programs as necessary, including the identification of key goals, target audiences and action items to reach key goals. An integral part of the communications and marketing plan is to build the B&E brand and culture among both the internal B&E communication and external B&E constituents, and to strengthen understanding of B&E's vision, strategy, goals and values by developing consistent, effective communications and marketing programs.
- Regularly gather and maintain current information from B&E divisions and programs regarding B&E faculty, staff and alumni for use as content in B&E communications and marketing materials. Responsible for all content management for B&E website/web-based outlets, B&E print materials and in all B&E communications. Such activity includes, among other requirements, regularly developing and maintaining procedures for gathering current information from B&E constituents, interviewing B&E constituents, alumni, and others, writing, editing and regularly updating content, and serving as a consultant and liaison with divisions and programs in a monitoring role.
- Develop, implement, manage, and affect a sustained, targeted media/public relations campaign for B&E, working with external consultants and B&E constituents as necessary. Such activity may include, e.g., (i) pitch letters, interview alerts, press releases, advisory, statements, etc., (ii) reaching out to reporters via phone and e-mail in the context of breaking news or ongoing news stories, (iii) developing materials that might further interest reporters, producers and editors, (iv) identifying appropriate media outlets, (v) regularly scanning media outlets and targeted journalist for relevant stories for which to pitch B&E constituents as issue area experts, and (vi) facilitating press conferences.
- Develop, implement, oversee and perform B&E marketing activities and strategies to advertise and promote the College. Such activity may include, e.g. (i) conceptualizing effective advertisements and marketing materials, (ii) conduct market research to develop new messages that coordinate with the official message and communication goals of B&E and WVU, (iii) determining which are the most important and compelling communication vehicles and metrics (both quantitative and qualitative) that key audiences use in forming their opinions of various business schools. Develop, refine and implement a brand for B&E: work with external consultants and University Advancement to accomplish same, including, e.g. (i) testing brand with target audiences, (ii) producing brand implementation strategy document to ensure implementation through all target audiences; ensure the branding and message integrity of B&E in all B&E communications materials.
- Oversee/effect registration of any B&E logo, trademark, or other intellectual property.
- Play key role in issues management, rapid response management, and crisis communications for B&E. Serve as key spokesman for B&E in coordination with dean and other senior leadership in B&E and WVU.
- Research, understand and stay current on media and public relations and marketing techniques for AACSB accredited business school internationally.
- Understand, collaborate with, serves as B&E liaison to, and fully utilize services of, the WVU Office of University Advancement. Regularly participate in WVU Key Communicator meetings and activities and report on same to B&E leadership.

II. Print Materials-Project Management

In furtherance of the responsibility for content management, media and public relations, and marketing as outline in Item 1 above:

In general the Director of Communications and Marketing is responsible for overseeing and producing a variety of printed communication materials projects for respective B&E constitutes including, e.g. (i) view books and other student recruitment materials; (ii) faculty promotional materials; (iii) career services brochures; (iv) development and alumni promotional materials, newsletters, brochures, and magazines; (v) center and bureau newsletters, conference mailers and publications; (vi) lecture, symposium and conference ads, programs, and invitations; (vii) B&E annual report, etc. Key duties and responsibilities include:

A. Work with B&E divisions and programs to accomplish individual projects:

- Work with B&E divisions/programs to specifically identify content, design/graphic needs, budget constraints and reasonable deadlines for the project
- Service internally as B&E project manager and liaison on behalf of the division/program-between B&E and outside graphic designer, printer, bulk mailer, and/or various outside vendors necessary for completion of project (collectively, “Vendors”).
- Be responsible for either externally outsourcing or internally overseeing: (i) artwork (e.g., clip art, digitized graphics, line-art, photos), layout, and production of camera-ready paper materials or electronic (CD/DVD or File Transfer Protocol (FTP) site) materials to be provided to Vendors for output for offset printing; and (ii) further design of print materials including, e.g. selecting type and use of type/font, color/ink, paper, embossing and/or foil stamping, folding, perforation, binding, halftone lise screen and color separations. Present completed design to B&E constituent for final approval.
- Develop production specifications within budget constraints in order to solicit competitive bids from Vendors; this includes, when necessary, writing bid specifications for projects that must go through the State purchasing process.
- Obtain, select and oversee cost estimates from Vendors. Prepare comprehensive cost estimate for entire project within specifications, budget constraints, and time schedule for project. Present to B&E constituents for final approval.
- Coordinate receipt of Vendor proofs for final approval by B&E. Check proofs and make press checks to insure quality of final product. (This includes suggesting improvements, as needed.)

B. As Communication Director ensures each project progresses in accordance with approved deadlines. Communicates promptly to B&E constituents regarding any potential delay. Works diligently to mitigate any such delay. For regularly recurring projects (e.g. view book, annual fund solicitation), establish B&E calendar/work plan and ensure prompt scheduling of such projects; communicates same to Vendors.

C. Maintain understanding of industry-current design software, desktop publishing software, and work processing programs, sufficient to successfully manage each project.

D. Ensures designs/graphics of B&E print materials comply with WVU standards.

E. Ensure WVU logos, copyright, trademark, and other intellectual property items used in B&E print materials comply with WVU standards.

III. Web Management

In furtherance of the responsibility for content management, media and public relations, and marketing as outlined in Item 1 above:

In general, the Director of Marketing and Communications, is responsible for all B&E (administration, divisions and programs) web sites, and has supervisory authority over the web master. As such, the Director must have an understanding and knowledge of web site design (including web site architecture, navigation, functionality, and graphics) sufficient to effectively management the B&E website and keep the B&E webmaster on task.

Key duties and responsibilities of Director, Communications and Marketing, include:

- A. Supervise B&E webmaster and work collectively with B&E IT Department to develop, implement, manage and effect policies and procedures for the B&E website that, among other things, outline (i) how frequently photos are refreshed: (ii) how frequently and by what means content is updated and web site is audited: (iii) the responsibilities of individual divisions/programs: (iv) the manner by which B&E will work most effectively with WVU Web Services: (v) the methods to ensure B&E web site follows required WVU guidelines concerning site design, palette and copyright, etc.
- B. Work collectively with B&E IT department and webmaster to maintain fresh, effective, functional websites for B&E.
- C. Work collectively with B&E IT department and webmaster to stay current on, and produce, other web-related communications, e.g., on-line community for alumni/students, wiki, podcasts, blogs, video and related Web 2.0 social networks.
- D. Oversee and publish periodic alumni e-newsletter, including writing content, setting publication deadlines, and managing distribution list.
- E. Update and maintain content of B&E web sites to ensure content is accurate, current, and relevant. Routinely coordinate with appropriate division and program web liaisons to obtain updated information for web site content. Write or edit language of web site content to ensure accuracy and compatibility with existing content.
- F. Manage/oversee B&E webmaster in maintaining archive of B&E photos in an electronic format. Where appropriate, work as project manager with external parties to digitize class composite and other historic B&E photos and determine proper, tasteful, and fresh presentation thereof.
- G. Work, when necessary, as B&E project manager to engage and oversee external web development consultant(s) to provide various web-related services.

IV. Event Planning

- A. Oversee event planning within the College, including event site and hospitality relationships, contracts, arranging for food, décor and entertainment, transportation, invitations, accommodations for attendees, event supervision, and post-event evaluation.
- B. Works closely with the development and alumni affairs office as well as other outreach and service and all academic units to provide appropriate event management within budgetary and time constraints.

V. Miscellaneous

- A. Report directly to the Associate Dean, Research and Outreach, and serve on various B&E committees including the Outreach and Service, Senior Management, and Honors/Awards
- B. With respect to each specific project, also report to relevant B&E administrators/program directors for supervision and to provide project management duties.
- C. Oversee Communications and Marketing staff, student employees and interns. Assign, monitor and evaluate projects and engage in performance appraisals, discipline, hiring, time management and related personnel responsibilities.

QUALIFICATIONS

Education/Knowledge

1. List the level and type of **minimum** education required to qualify for this position **not** for the incumbent.
 - Bachelor's degree in marketing, public relations, journalism, communications or related field and five years of equivalent experience in a comparable unit is required. A master's degree and equivalent experience is preferred.
2. What licenses or certification(s) (e.g. electrician's license) if any, are **required** for the position? Specifically state the reason for this licensure requirement (supervisor's preference, state or federal law, etc.).
 - Valid driver's license
3. What specific skills are **required** in order to carry out the duties of the position?

Skills

- Superior skills in media and public relations principles and practices

- Superior skills in communication principles and practices for audiences, both internal and external to our organizations
- Superior skills in marketing principles and practices.
- Superior writing and editing skills required, including skills in English, grammar, spelling, punctuation, and accepted journalism style (AP Style Book).
- Superior interpersonal and oral communication skills required.
- Superior skills in project management required.
- Superior skills in planning, organization, teamwork, and time management required.
- Demonstrated computer proficiency for standard office equipment and work processing programs required.
- Knowledge required of (i) desktop publishing/design programs, (ii) standard layout, paste-up, photographic techniques, to sufficient to produce print publications with internal support and external Vendors.
- Skills in graphic design preferred.
- Sufficient skills required to manage websites and a webmaster (e.g., sufficient understanding of web site and web page development, maintenance, design).
- Demonstrated skills in effective use of web 2.0 social networks.

Abilities

- Demonstrated ability to establish and maintain effective communication and working relationships across different divisions and programs within B&E and WVU, as well as externally.
- Demonstrated ability to work with clients to identify project requirements and to timely follow-up with clients regarding project progress, without supervision.
- Demonstrated ability to manage and coordinate concurrent projects
- Demonstrated ability to supervise others and to assign and review work.
- Demonstrated ability to meet and enforce deadlines.
- Demonstrated ability to function professionally, sometimes under deadlines or stressful and confrontational situations.
- Demonstrated ability to take initiative and work independently to carry out complex assignments.
- Demonstrated ability to complete essential duties and task and achieve required results.

Experience

In addition to the knowledge/education, please describe the type and **least** amount of **prior directly related** work experience typically required, if any, for a person coming into this position. Experience listed here is considered as concurrent not cumulative.

Type of Experience Needed

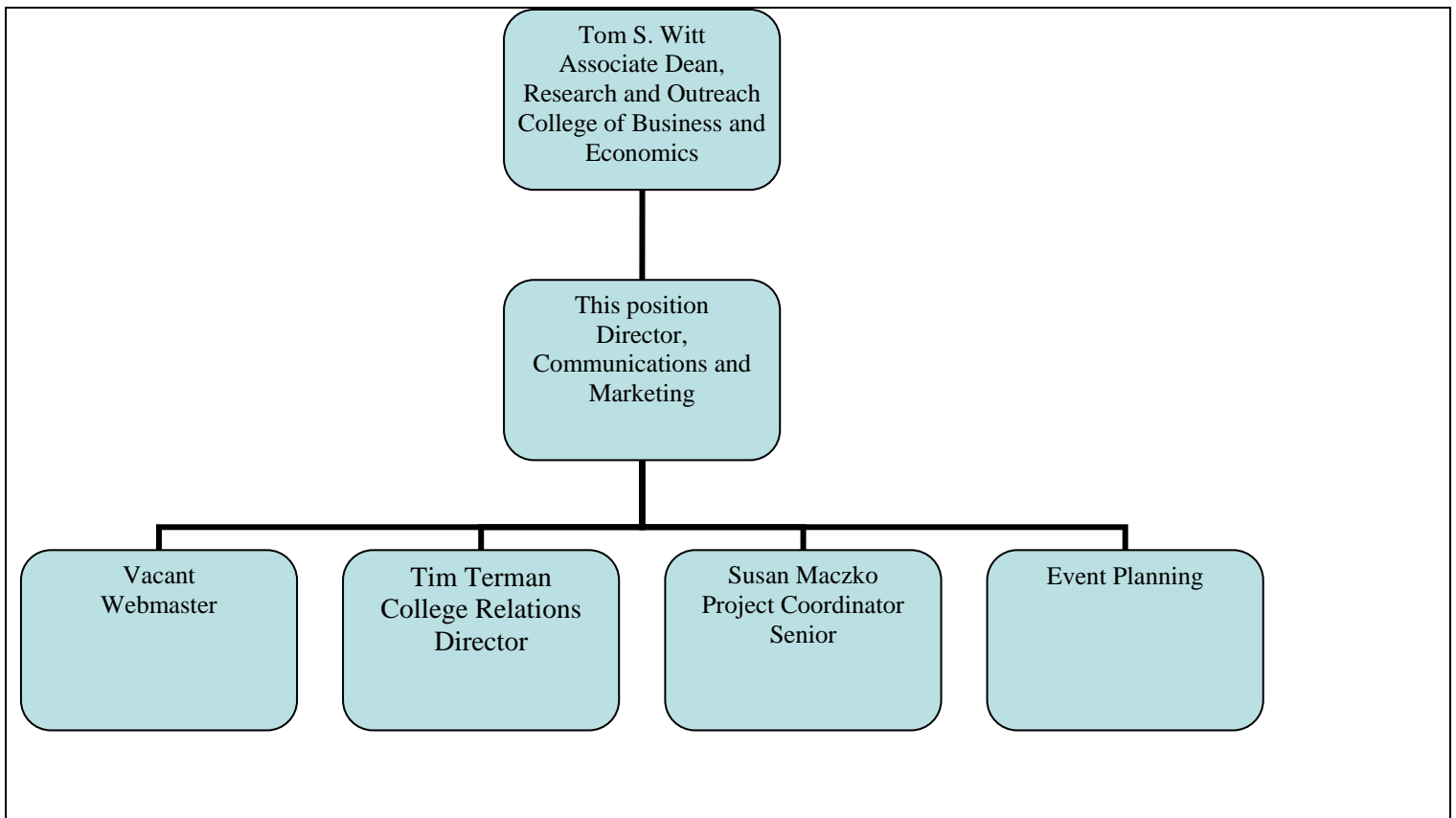
- Progressively responsible experience required in the development and maintenance of a successful media and public relations, marketing, and/or communication plan (for internal and external audiences).
- An applicant with established network of media contacts strongly preferred.
- An applicant who can objectively demonstrate his/her work has improved the visibility, prestige, or reputation of his/her organization strongly preferred.
- Applicants who are selected for an interview will be required to provide a portfolio of internal and external communications samples

Amount of Experienced Needed (Months/Years)

- Minimum of 5 years

ORGANIZATIONAL REPORTING RELATIONSHIPS

- PLEASE ATTACHE A FLOW CHART FOR YOUR ENTIRE DIVISION AND/OR DEPARTMENT TO THIS FORM. ***FAILURE TO PROVIDE THIS FLOW CHART WILL RESULT IN A DELAY IN THE PROCESS!***



To apply, send a letter of application, a current resume, a portfolio of designs and projects relevant for this position, and contact information for 3 references to: becommsearch@mail.wvu.edu. Review of completed applications will begin September 1, 2009 but will remain open until filled.