Title: Director, Marketing, Publications and Facilitation

Pay Scale Group: 20

Essential Function

Under general supervision from a designated administrator, direct planning, developing, and implementing publications, marketing campaigns, promotional campaigns, communications, market research and public relations services for a college or unit.

Characteristic Duties

- Direct, develop and implement marketing strategies and plans.
- Responsible for planning, developing, and implementing publications, marketing campaigns and public relations services for a college or unit.
- Develop and coordinate public relations, serve as liaison with UC public relations, press and media.
- Direct daily operations of the Bearcats Campus Card program (i.e., vendor relations, customer service, promotional efforts and service enhancement).
- Administer contracts with primary banking partner (i.e., coordinate marketing efforts, contact review, contract performance assessment, etc.).
- Collect and analyze data needed to tract activities by promotional effort (i.e., customer service assessment, benchmarks, market research, etc.).
- Oversee the coordination of major University events including, but not limited to Orientation, Showcase, Welcome Week, etc.
- Serve as liaison for various vendors and contract operations (i.e., Bookstores, Food Services, ATM/banks, etc.).
- Develop and administer appropriate policies and procedures.
- Serve as member on University-wide, community and industry committees and/or meetings.
- Manage budgets and other resources for the functional areas assigned.
- Provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).
- Perform related duties based on departmental need.

Minimum Qualifications

- Bachelor’s degree with seven (7) years experience; -OR- Associate’s degree with nine (9) years experience; -OR- eleven (11) years experience. Degree and experience must be in business administration, marketing or a related field. Experience must include at least three (3) years supervision.

Last updated: March 2011