

*Ball State University*  
***Professional Position Description***

**Position #:** 011258

**Department:** University Mktg and Comm

**Dept Code:** 61000

**Position Title:** Executive Director of Marketing

**Reports To:** Associate Vice President for Marketing and Communications

**Contract Type:** Professional--Cont Contract (11)

**Revision Dates:** 8/2006; 6/2011

**Exempt1:** Administrative

**Exempt2:**

**Direct Reports:** Associate Director of Web Development, Communications Managers, Graphic Designers, Editorial Manager.

**Position Function:**

Oversee development and execution of communications that carry the brand messages and essence of Ball State University; develop and execute integrated marketing communications plans for university units in alignment with the brand positioning and strategic plan of Ball State University.

**Duties/Responsibilities:**

1. Lead, develop, and execute strategic plans that clearly articulate the university's brand positioning and points of differentiation; continually evaluate and report to key stakeholders the effectiveness of such efforts in both quantitative and qualitative terms; ensure the plan and results are aligned with the university's strategic plan and that the totality of marketing deliverables result in a clear and consistent voice for the university.
2. Lead the university's marketing activities, collaborating closely with the AVP Marketing and Communications and Executive Director of Public Relations; lead the communications team, setting priorities and aligning team resources and assignments to achieve the objectives and goals of the marketing and university strategic plans.
3. Oversee development and execution of marketing communications plans and strategies targeted to external audiences for campus clients including all academic, administrative, and service units, including positioning the ED of Marketing among internal audiences as a go-to expert on university marketing and branding who adds value by creating clarity and aligning departmental needs with university goals; take charge of issues and their management while respecting professional boundaries and exercising diplomacy; manage relationships and expectations in a manner that positions the ED of Marketing as a trusted advisor; cultivate similar activity and expertise on the marketing team.

4. Develop and oversee implementation of research, communications audits, and analysis of competitor communications that provide audience feedback on existing and proposed communications in conjunction with Associate Vice President for Marketing and Communications.
5. Provide routine guidance to marketing staff and oversight on the appropriate translation into their work elements of branding, identity, message consistency, editorial quality, university style, and legal disclaimers in communications intended for external audiences in mediums including print, Web, direct e-mail and mail programs, video, and audio.
6. Provide direction for the university's Web presence, including oversight of the conceptualization, coordination, and creative development of externally oriented portions of the university Web site.
7. Provide broad oversight of print buying and acceptable printing standards and practices; provide leadership in art directing appropriate photography.
8. Full supervisory responsibility for interviewing and selection, coaching, compensation, discipline, performance appraisal, training and career development of personnel for multiple functions on the marketing team. Orients staff thinking toward goals and objectives and the activities that achieve them; ensure the disciplined execution of best practices and standard operating procedure while allowing flexibility that accommodates creativity and a dynamic landscape; guides the team toward activities, tasks, and writing that articulate the university's brand position and points of differentiation and values results over activity.
9. Provide assistance to the Associate Vice President for Marketing and Communications in managing relationships with outside firms.
10. Perform other related duties as assigned.

***Minimum Qualifications:***

***Education:*** Bachelor's degree.

***Experience:*** At least five years of experience executing marketing communications in a client relationship situation, either internal or external clients; management experience; supervisory experience.

***Other:*** Strong leadership, communication, and management skills; ability to manage multiple projects and deadlines.

***Additional Preferred Qualifications:***

***Education:*** Bachelor's degree in English, communications, journalism, public relations, marketing, or related field.

***Experience:*** At least two years of experience in management of multiple reporting lines and in a position administering policy; experience in an agency setting and/or higher education.

***Other:***