Position Description -
Assistant Director for Marketing and Communications

Position Summary

The Assistant Director for Marketing and Communications is responsible for implementing a comprehensive outreach and marketing strategy to increase understanding and awareness of Housing & Residence Life services.

The position will collaborate with other staff in the department to produce marketing materials that highlight the value of HRL offerings. This includes creating a consistent brand identity, designing print and electronic materials, and coordinating marketing and outreach efforts among HRL departments (on- and off-Grounds Housing, Residence Life, Conference Services, and Orientation & New Student Programs).

Responsibilities will encompass a range of communications, marketing and creative activities, including graphic design, writing and editing promotional content, producing multimedia and educational materials, developing web site layouts, and maintaining a social media presence.

Position Responsibilities

- **Identity Development and Management**: 30%, Level of Importance - High
  - Develop a brand identity for HRL in alignment with the University’s branding initiatives, graphics standards and style guides.
  - In partnership with HRL leadership team, develop communication strategies and materials that promote HRL programs and services.
  - Maintain an information architecture that is well organized, user-friendly, and consistent in look and feel.
  - Oversee electronic and print materials to ensure effective and accurate communication with individuals seeking information about HRL.
  - Procure giveaway items and merchandise for fairs and outreach events.

- **Web, Media and Print Design**: 50%, Level of Importance - High
  - Create electronic and print materials, flyers, brochures, displays, videos, webinars, newsletters, emails, and public presentations to promote HRL services and events.
  - Create graphic design elements and website layouts in collaboration with University Communications and HRL IT staff.
  - Write and edit content for HRL websites to ensure that sites remain current and relevant. Oversee work of contracted professional photographers as needed.
  - Engage and educate current and potential customers through social media presence – Facebook, Twitter, and YouTube.
  - Manage content for digital signage in HRL facilities.
Planning and Assessment: 15%, Level of Importance - High
- Create and maintain an annual marketing, outreach and promotions calendar to track deadlines and coordinate among HRL departments.
- Perform market research, surveys and focus groups to gather customer feedback, improve customer satisfaction and build marketing campaigns.
- Identify opportunities to utilize marketing, advertising, and social media to increase use of HRL services.
- Present reports, metrics, and web analytics to gauge success of outreach initiatives and ensure that messages are reaching the intended audiences.

Other Duties: 5%, Level of Importance - Average
- This position is responsible for other special projects and duties as assigned by management.
- May lead student interns or groups with an interest in marketing and communications.

Qualifications:

Required Education: A Bachelor’s degree in communications, marketing, design or other relevant field is preferred. 5-7 years of directly applicable work experience and/or technical training may be acceptable in lieu of a degree.

Required Experience: 3-5 years of directly applicable work experience is required. Candidate must have experience developing comprehensive marketing plans and the associated promotional materials (portfolio submission is strongly recommended).

Required Knowledge, Skills and Abilities:
- Ability to execute a broad range of communications functions, including strong graphic design and multimedia skills.
- Excellent oral and written communication skills. Proven ability to clearly articulate complex information in multiple forums to a range of audiences.
- Ability to quickly understand departmental mission and business needs, and to translate strategic goals into operational efforts.
- Knowledge of a variety of marketing channels, including print and web publications, videos/webinars, email, and social media.
- Advanced knowledge of computer-based graphic design and web design, from concept to implementation.
- Creativity, initiative and the ability to meet deadlines.

Preferred Knowledge, Skills and Abilities / Computer Applications:
- Adobe Creative Suite or equivalent software for publishing, graphic design, video creation and editing, photograph and image manipulation
- Drupal web content management platform
- Responsive web design and development for mobile devices
- Visix AxisTV digital signage software
**Level of Independent Activity:**

Overall work priorities are set by supervisor and leadership team, but the majority of day-to-day work and related decisions are performed independently. A high degree of personal initiative is required. Must be able to work independently and as a member of team.

**Contacts of Position:**

<table>
<thead>
<tr>
<th>Offices or Organizations</th>
<th>Purpose of Contact</th>
<th>Level of Contact</th>
<th>Frequency of Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal service departments and commercial vendors</td>
<td>Procure materials and services to carry out brand identity development and management.</td>
<td>Inside and Outside UVA</td>
<td>As Needed</td>
</tr>
<tr>
<td>Students, Faculty, Staff, Families and Conference Guests</td>
<td>Collect data and assess perceptions and attitudes regarding programs and services and offered by HRL.</td>
<td>Inside and Outside UVA</td>
<td>As Needed</td>
</tr>
<tr>
<td>University Communications Office</td>
<td>Serve as liaison with the central University Communications office to insure that identity development and management are consistent with University guidelines and policies.</td>
<td>Inside UVA</td>
<td>As Needed</td>
</tr>
<tr>
<td>Residential Colleges and Language Houses</td>
<td>Collaborate to produce marketing materials promoting on-Grounds living learning communities.</td>
<td>Inside UVA</td>
<td>As Needed</td>
</tr>
</tbody>
</table>

**Reporting Relationships:**

May supervise student interns as needed.