

Michigan Tech

Create the Future

Michigan Technological University Position Available—Executive Director, University Marketing and Communications

The Executive Director of University Marketing and Communications is Michigan Tech's chief marketing and information officer and supervises University Marketing and Communications. The department includes Athletics Communications and Marketing, Mail Services, Photo Services, Printing Services, Public Relations and News/Media Relations, Publication Services, and Web Development and New Media.

The successful candidate for this position will:

- *Shape and elevate perceptions of Michigan Tech's distinctive educational and research programs.*
- *Work with the Vice President for Advancement, the President and his Executive Team, Deans, Department Chairs, and Directors to articulate Michigan Tech's direction and develop marketing initiatives that support the strategic plan.*
- *Provide support and direction to ensure the excellence of UMC-produced materials.*
- *Manage and contribute to print projects ranging from routine brochures to high production value pieces, such as the University magazine.*
- *Think and act strategically while attending to the details crucial to successful marketing and communications.*
- *Keep abreast of best practices in integrated marketing, brand messaging, public relations, and new media, as well as market trends in higher education, and apply that knowledge to Michigan Tech.*
- *Lead department budgeting processes; make fiscally responsible decisions.*
- *Drive the strategic use of new media as a primary vehicle for engaging constituents.*
- *Manage the UMC staff to most effectively use each person's talents and blend the group into a cohesive whole.*
- *Advise and assist the Vice President for Advancement, the President and the Executive Team, and members of the campus community on matters of marketing, communication, and brand identity.*
- *In all settings, convey and reinforce the University's brand messages and enforce its graphic identity standards.*
- *Take an active role in the planning and execution of special University events.*
- *Serve actively on the University's crisis communication team.*

The University

Michigan Tech, with an enrollment of over 7,000, is a leading public research university developing new technologies and preparing students to create a prosperous and sustainable world. We offer 130 undergraduate and graduate degree programs in engineering; forest resources; computing; technology; business; economics; natural, physical, and environmental sciences; arts; humanities; and social sciences. Houghton and the surrounding area offer natural beauty, culture, education, a superb living experience, and the diversity that comes from having residents from around the world. The campus has been recognized as one of the safest in the nation.

To Apply

Applicants should include a Michigan Tech application, cover letter, résumé, and the names, addresses, and telephone numbers of three references. Applications will be accepted until the position is filled. See www.admin.mtu.edu/hro/postings for submission guidelines and the complete job description.

To learn more, visit www.mtu.edu and www.mtu.edu/umc.

