

Job Level	Director of Communications	Professional Level III
Oversight Received	<ul style="list-style-type: none"> <li>* The Director solicits and stewards advertising and sponsorship income and relationships, while managing the marketing budget. The Director oversees the recruiting plan and execution, as well as attendance and materials for recruiting events such as fairs and trade shows.</li> <li>* Oversees the daily duties of the Creative Director, Recruiting Coordinator, and Communications Assistant, including collaborative determination of publicity and recruitment activity, attendance and recruitment goals, and correct use of the CSU brand in all publicity/collateral/publications.</li> </ul>	<ul style="list-style-type: none"> <li>• Works independently</li> <li>• May serve as a resource for other professionals</li> </ul>
Problem Solving	<ul style="list-style-type: none"> <li>* Create annual advertising plan and coordinate creation and submission of.</li> <li>* Create and maintain engaged promotion of School/UCA events utilizing relevant promotional tools for distribution to campus and community patrons and media channels (i.e. performance guide, social media, calendaring, stories, press releases, websites, mail, email, etc.)</li> <li>* Gather, create and maintain descriptive content about camps, seminars, workshops, masterclasses and camps (i.e. Kodaly, KDIA, Colorado Clarinet Day, and Education in Motion, etc.)</li> <li>* Manage and produce Social Media content for UCA/SMTD across multiple platforms</li> <li>* Create monthly editorial calendar</li> <li>* Schedule and contribute to the photography of music, theatre, dance performances, rehearsals, and activities in order to maintain a comprehensive photo library.</li> <li>* Work with the Creative Director and Communications Assistant to create attractive and accurate physical and/or virtual programs for major SMTD events.</li> <li>* Provide cost/benefit analysis for all expenses and initiatives</li> <li>* Work with CLA web developers to improve websites and continued management and creation of SMTD and UCA site content</li> <li>* Function as daily webmaster, entering events, stories, and blogs; creating and updating area and program pages; organizing navigation; managing SEO</li> <li>* Write timely and relevant student, alumni, faculty, and program stories each month</li> <li>* Coordinate the development of videos showcasing SMTD programs and events. Develop and maintain a distribution plan for the videos including YouTube, websites, social media, etc.</li> <li>* Develop attractive cash and advertising sponsorship campaigns, identify, research, and target potential sponsors, connect, develop and steward sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>• Defines and solves advanced problems with non-standard solutions</li> </ul>
Interaction/ Communication	<ul style="list-style-type: none"> <li>* Oversees the activities of the Creative Director, Recruiting Manager, and Communications Assistant.</li> <li>* Work with the SMTD Director and Division Heads to develop strategies and processes to recruit talented in-state, out-of-state, and international potential students, reaching enrollment targets which support and sustain SMTD academic programs according to the SMTD Strategic Plan.</li> <li>* Work with SMTD directors to create and maintain area content for website and primary brochures representing each academic program. Work with Creative Director on the creation and distribution of the finished piece.</li> </ul>	<ul style="list-style-type: none"> <li>• Communication of complex concepts as a regular and primary requirement</li> </ul>
University Impact	<ul style="list-style-type: none"> <li>* The Director of Communications advances awareness about the School of Music, Theatre, and Dance – its degrees, outreach programs, and events — regionally, nationally, and internationally, through the creation and comprehensive distribution of marketing collateral</li> </ul>	<ul style="list-style-type: none"> <li>• Potential impact is across multiple departments or even University-wide</li> </ul>
Typical Education	<ul style="list-style-type: none"> <li>* Bachelor's degree from an accredited institution in communications, journalism, liberal arts, or related field; Or Bachelor's degree from an accredited institution plus two years of professional or academic publicity/marketing experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Bachelor's degree or advanced degree</li> </ul>