CLARK ATLANTA UNIVERSITY
Job Description

Position Title: Chief Marketing & Communications Officer
Department: Institutional Advancement
Reports To: Vice President for Institutional Advancement

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function (Description):
The CMCO is responsible for developing and managing the university’s marketing, communications, brand, and image, as well as related matters for the Campaign for Clark Atlanta University. The CMCO also oversees advertising, design, public relations, and customer service messaging. The position is responsible for the development of marketing strategies consistent with CAU’s mission, priorities, goals, and objectives. This will be done in consultation with the university’s leadership and other appropriate units, stakeholders, and groups. The CMCO will be responsible for coordination of related activity with constituents and campus-wide. The CMCO will work to heighten the university’s position among its peers, solidify its brand, and increase its visibility locally and across the globe.

Examples of Duties and Responsibilities:
- Designs comprehensive and measurable institutional marketing and communication plans and programs, taking into consideration institutional brand, mission, image, message, positioning, goals, priorities, and accomplishments.
- Leads and manages a team of multi-channel marketing communications professionals who are dedicated to the strategic outcomes of the university using a data driven approach.
- Coordinate specific activities at the institutional level to support marketing and communications strategies, including but not limited to advertising, publications, interactive media, and the university’s website.
- Responsible for initiatives and activities to be included in a strategic integrated marketing and communications plan for the university.
- Assures quality and appropriateness of institutional marketing and communications activities, whether internally or externally produced.
- Selects and manages external vendors and media outlets to support marketing activities. This includes but is not limited to advertising agencies and design firms, media and media buyers, printers, and digital solutions.
- Develops and maintains university-wide policies and guidelines related to image, branding, advertising, and marketing strategies.
- Coordinates filming and related requests on university property.
- Provides strategic marketing counsel to university leadership, faculty, staff, students, and volunteers; serves as an interface with other university constituencies in the implementation of institutional marketing strategies.
- Coordinates surveys, evaluations, and assessments of external marketing activities in order to determine the effectiveness of the university's marketing and communications plans and programs.
- Recommends and participates in the development of related university policies and procedures; may serve on various university planning and policy-making committees.
- Develops and manages annual budgets for marketing and communications activities and programs and
performs periodic cost and productivity analyses.

• Leads efforts associated with the University’s website and social media as a way to coordinate marketing, communications, branding, and image.
• Performs miscellaneous job-related duties as assigned.

**Knowledge, Skills and Abilities:**

• Ability to plan, develop, direct, implement and evaluate strategic marketing and communications plans, programs, and activities applicable to the university.
• Knowledge of marketing and communications concepts, principles, methodology and techniques.
• Ability to provide effective advice and counsel on strategic marketing issues and to exercise effective judgment.
• Demonstrated ability to integrate marketing and communications principles, strategies, and techniques into digital and interactive media and development.
• Skill in examining and re-engineering operations and procedures, formulating policy, and developing and implementing new strategies and procedures.
• Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
• Knowledge of management related principles and practices.
• Strategic planning skills.
• Ability to plan and implement operational policies and procedures in area of expertise.
• Demonstrated ability to apply knowledge to specific marketing and communication programs and activities.
• Ability to develop and deliver oral presentations and written materials for a variety of audiences and multiple venues.
• Knowledge and understanding of current communication and marketing issues and trends applicable to educational institutions.

**Minimum Hiring Standards:**

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<tr>
<th>Education</th>
<th>BA and or sufficient applicable experience</th>
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<tbody>
<tr>
<td>Years of Experience</td>
<td>10+ years of experience working in areas related to marketing, communication, and or brand management</td>
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<tr>
<td>Years of Management/Supervisor Experience</td>
<td>N/A</td>
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