



Director, External Marketing

Department: Strategic Communications & Marketing
Recruitment #: S1925
Application Deadline: Review begins **May 8, 2019**. Position open until filled.
Salary Range: \$58,172 - \$68,438

Benefits:

Western Oregon University's offers an excellent benefits package for eligible employees which includes 95% premium paid healthcare, a generous retirement and vacation package, and reduced tuition rates for employee, spouse or dependent at any of the Oregon Public Universities. <http://www.wou.edu/hr/benefits/>

Department / Job Summary:

This is a regular, 12-month, full-time, unclassified position in the Strategic Communications & Marketing (MarCom) department at Western Oregon University in Monmouth. Strategic Communications & Marketing provides oversight and services for internal and external communications and marketing for the entire university community. In addition to providing services for departments, MarCom provides university-wide leadership for publications, graphic services, social media, web design, media relations, graphic identity/branding, writing and editing. <http://www.wou.edu/marcom/>

The purpose of this position is to provide planning, strategy and facilitate execution to drive university enrollment. Its primary function is to support the efforts of Admissions and other external "sales" function to achieve goals set in the Enrollment Management Plan.

We are not considering candidates who require Visa sponsorship support. Additionally, the university typically only considers visa support for employees placed in specialized positions that are continuing regular university appointments.

Minimum Qualifications:

- Bachelor's degree in business, marketing or other related field of study
- Minimum of 5 years of experience in marketing, marketing operations, advertising, media buying, or related analytical field
- Proven examples of working cross-functionally to support multiple business units/stakeholders
- Strong motivation and ability to be a problem-solver
- Project leadership and management skills
- Strong teamwork and collaborative skills
- Ability to effectively facilitate meetings with competing interests
- Ability to manage a large budget
- Business oriented and stat and process driven
- Strong level of customer service and the ability to serve all levels and diversity of the campus community
- Desire to stay current with marketing techniques, trends, and tactics

Preferred Qualifications:

- Customer research and segmentation experience
- Experience with marketing performance reporting and data analytics software
- Experience with specifically targeting Generation Z and their influencers
- Experience marketing higher education and increasing enrollment

*****A criminal background check will be required as a condition of employment***

Application Instructions:

You may submit all materials online at www.wou.edu/prostaffapp

Required application materials (PDF preferred):

1. WOU Employment Application available at www.wou.edu/prostaffapp
2. Letter of application that addresses each qualification of the position. Please include how your experience, education, and/or training might help us build a more inclusive, collaborative, and diverse community
3. Resume
4. Contact information for three references
5. Copy of unofficial transcripts for highest degree earned

As an alternative, you may also submit application materials to:

S1925, Director, External Marketing, Human Resources, Western Oregon University, 345 Monmouth Ave N, Monmouth, OR 97361; OR E-mail to employment@wou.edu; OR fax to: 503-838-8144

Western Oregon University (WOU) is a mid-sized public comprehensive university located in the heart of Oregon's lush Willamette Valley. The university serves a large number of first-generation college students. WOU has received national recognition for its commitment and success in serving students. The campus is about 20 minutes from Salem, the state's capital, about 75 minutes from Portland, the state's cultural hub, and a short drive from the Oregon coast, mountains, and other scenic areas. The university is located in an increasingly diverse, bilingual, and rural area in the Willamette Valley. Our student body of about 4800 undergraduate and 600 graduate students enjoys a vibrant and close-knit intellectual community.

Western Oregon University is an AA/EOE/Veteran/Disability employer and is committed to fostering diversity in its student body, faculty, and staff.