



Vacancy Announcement
Director of Marketing and Branding
Division of Institutional Advancement

Virginia Union University (VUU) was founded in 1865 in the heart of Richmond, VA. Over the past 153 years, the university has become a premier liberal arts urban institution of higher education and center of excellence for the preparation of students and the development of leaders for tomorrow's world. The University Strategic Plan has an objective that "the prominence of VUU must be intentional and not left to chance, through the successful use of branding, marketing, communicating, public relations and engagement."

Currently, VUU is searching to fill the Director of Marketing and Branding position. Reporting directly to the Vice President for Institutional Advancement, the Director for Marketing and Branding has a mandate to enhance VUU's brand and image while building a unified voice across academic and administrative departments. This mandate also includes supporting engagement and fundraising priorities outlined by the University as part of a collaborative team in the Division of Institutional Advancement.

Duties Include and are not limited to the following:

- Cultivate a comprehensive approach to the advancement of institutional priorities and promote Virginia Union University
- Maintain brand consistency and update/refresh with regards to changing industry trends;
- Develop comprehensive, integrated marketing strategies in support of the University's vision and priorities. This includes strategy, advertising, social media, graphic design, production management (print publications, online, video, and web development);
- Provide strategic marketing plans to drive fundraising and visibility;
- Manage design of VUU's website;
- Work with internal and external constituencies to oversee use of VUU's official trademarks to ensure they are adequately protected while generating maximum exposure and benefit for the university;
- In collaboration with the management team, cultivate creative, collaborative relationships with non-traditional community partners;
- Position requires working some evenings and weekends to support University activities.

Required Education:

- Bachelor's degree in marketing, mass communications, or journalism;

Preferred qualifications include:

- Master's degree in marketing, mass communications, or journalism.
- 5-7 years of directly related professional experience that includes directing marketing and branding campaigns, preferably for higher education, is strongly preferred.
- Management or supervisory experience.
- Impeccable writing and communication skills demonstrated by the proven ability to distill complex ideas into clear concepts.
- Strong organizational skills and the ability to meet tight deadlines.
- Deep working knowledge of social media platforms as vehicles for promotions, content distribution, and business development with direct profit and loss responsibility.

FLSA Exempt**APPLICATIONS DEADLINE:**

Review of candidate materials will begin immediately and continue until the position is filled. Applications should include a resume with three references and a cover letter and should be emailed to Resumes@vuu.edu. Please call (804) 257-5841 with any questions.

The selected applicant may be required to submit to a background investigation. VUU is an Equal Opportunity Employer. We consider qualified applicants without regard to race, color, religion, sex, national origin, sexual orientation, disability, gender identity, protected veteran status, or other protected class.

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