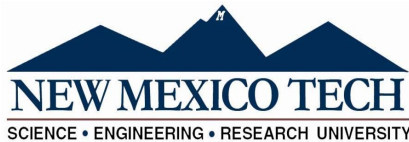


Posted: April 23, 2025



POSITION ANNOUNCEMENT

TITLE: ASSOCIATE DIRECTOR OF MARKETING AND COMMUNICATIONS

DEPT: MARKETING AND COMMUNICATIONS

REG **TEMP** **FULL TIME** **PART TIME**

STARTING RATE or SALARY RANGE \$ Negotiable

Employees being promoted to a higher classified position receive the minimum for the position or a pay rate adjustment of 8% whichever is greater.

All regular positions also entitle the employee to several benefits including health, dental, vision, life insurance, and retirement which is largely paid by New Mexico Tech for the employee and dependents.

INTERNAL POSTING THROUGH: Concurrent* CONSIDERATION WILL BE GIVEN FIRST TO TEMPORARY AND REGULAR TECH EMPLOYEES WHO APPLY WITHIN THE 7 DAY INTERNAL POSTING. APPLICATIONS RECEIVED AFTER THE 7 DAY POSTING MARGIN WILL BE CONSIDERED WITH OTHER OUTSIDE APPLICANTS.

JOB SUMMARY:

New Mexico Tech seeks a dynamic, strategic, and detail-oriented Associate Director of Marketing and Communications to oversee the daily operations of the Office of Marketing and Communications. Reporting to the Director of Marketing and Communications, the Associate Director will supervise a talented team and manage the creation, review, and dissemination of content across multiple platforms to promote the university's mission, programs, and accomplishments. The ideal candidate is a collaborative leader, a skilled storyteller, and an adept media strategist with a deep understanding of digital and print communications.

JOB FUNCTIONS:

1. Operational Management and Supervision

- Oversee day-to-day operations of the Marketing and Communications department.
- Supervise staff, assign responsibilities, and conduct weekly team meetings to provide updates, coordinate tasks, brainstorm, and problem-solve.
- Serve as the departmental decision-maker in coordination with the Director.

2. Content Development and Communications Strategy

- Develop and execute high-quality written content across various channels including press releases, website copy, social media posts, emails, brochures, flyers, newsletters, and other promotional materials.
- Proofread and fact-check communications to ensure accuracy and consistency.
- Support senior administrators with the creation and refinement of presentations and speeches.
- Strategize public relations and crisis communications in collaboration with the Director.

3. Media Relations

- Build and maintain relationships with local, state, regional, and national media outlets.
- Monitor media coverage and placements, and leverage media contacts to expand visibility of the institution.

4. Digital and Graphic Oversight

- Direct and support graphic and web design projects.
- Oversee the development and maintenance of the university's web presence and branding.

5. Strategic Planning and Collaboration

- Collaborate with campus stakeholders to align messaging with institutional priorities.
- Provide regular updates to the Director and contribute to the long-term strategic communications plan.

6. Other Duties

- Perform additional duties and special projects as assigned.

REQUIRED QUALIFICATIONS:

Bachelor's degree in marketing, communications, public relations, journalism, or a related field; or a degree in another field with equivalent and progressively responsible work experience. Substantial experience in communications, including digital and print platforms. Proven ability in graphic design and website content management.

Strong strategic planning, organizational, and project management skills. Demonstrated leadership and staff supervision experience in a fast-paced, collaborative setting.

Exceptional verbal and written communication skills with the ability to tailor messaging to diverse audiences. High ethical standards in managing communications for internal and external stakeholders.

DESIRED QUALIFICATIONS:

Master's degree in a related field. Experience working in higher education or a complex institutional environment. Familiarity with Adobe Creative Suite, WordPress, or similar tools.

Apply to: nmtjobapps@npe.nmt.edu