

The University of Maine Alumni Association

Title:	Director of Marketing & Communications
Reports To:	UMAA President / Executive Director
Supervisory Duties:	eCommunicator / Proofreader Class Notes Editor / Proofreader
Collaborates With:	UMAA Leadership Team UMAA Support Staff UMaine collaborators as necessary
Job Status:	Exempt
Work Day:	8:00 a.m. to 5:00 p.m., with occasional night and weekend work required

PURPOSE: This is a senior-level administrative position with the University of Maine Alumni Association (UMAA). The Director of Marketing & Communications is expected to work collaboratively with all UMAA constituents while developing and executing its marketing and communications strategies. The position is responsible for marketing, branding and public relations, primarily through the publication of the Association's magazine and web site, along with other print and electronic communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Primarily responsible for the creation and implementation of the marketing and communications objectives, strategies and budget.
- Coordinate with appropriate UMAA and University personnel regarding the UMAA strategic plan and development of the organization's message, marketing and branding.
- Print and electronic communications vehicles include, but are not limited to: magazine, website, mass e-mail services, newsletter, social networks, annual reports and other public relations materials as needed.
- Advise the UMAA Leadership team on all matters relating to the external image of the organization.
- Negotiate print contracts and freelance contracts
- Supervision of UMAA Communications staff, including assignments and evaluations.
- Foster relationships and build partnerships with all UMAA constituencies, including various targeted functions throughout the state. These may include various civic, community and business associations.
- Serve on the UMAA Leadership team.
- Other reasonably related duties as assigned by the President / Executive Director.

QUALIFICATIONS:

- **BACHELOR'S DEGREE REQUIRED**
- Minimum of five years demonstrated success in the areas of communications, marketing and public affairs.
- Superior written and verbal communication skills.
- Management skills and experience.
- Knowledge of federal and state laws, regulations, and standards for the management and disclosure of public information.
- Knowledge of current and emerging marketing and public relations trends.
- Working knowledge of mass communications best practices.
- Working knowledge of web technologies and utilization.
- Ability to work with diverse groups of people.
- Ability to foster a cooperative work environment.

POSITION TYPE: This is an ongoing, base budgeted position.

WORK YEAR: This is a full time, 12-month fiscal year position.

SALARY RANGE: Commensurate with experience.

The finalist for this position must have a valid driver's license and successfully complete a credit and State Bureau of Investigation background check.

APPLICATION DEADLINE IS AUGUST 13, 2010.