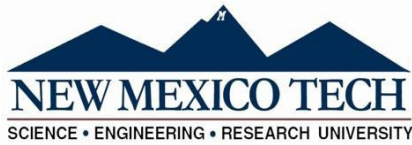


Posted: May 28, 2025



POSITION ANNOUNCEMENT

TITLE: 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.

POSITION SUMMARY:

NMT invites dynamic, strategic, and creative candidates to apply for the role of Director of University Marketing and Communications. This is a transformative leadership opportunity to shape and tell the story of a university that is redefining what it means to be a small, top-tier research institution.

Reporting directly to the Vice President of University Advancement and serving as a key member of the senior leadership team, the Director will lead all aspects of NMT's brand, marketing, and communications strategy—elevating the university's visibility, growing its reputation locally, nationally, and globally, and amplifying its extraordinary mission, people, and achievements.

The ideal candidate is an exceptional communicator, strategic thinker, and collaborative leader with a demonstrated ability to inspire, innovate, and implement integrated marketing campaigns across a range of platforms and audiences.

KEY RESPONSIBILITIES:

Strategic Leadership & Collaboration:

- Serve as a trusted advisor to the President, Cabinet, and Board of Regents on all matters related to marketing, brand, and communications.
- Promote and protect NMT's reputation by proactively shaping narratives and guiding internal and external messaging.
- Lead, mentor, and inspire a high-performing team of marketing and communications professionals, fostering a culture of creativity, inclusion, and excellence.
- Collaborate with internal stakeholders to align messaging and marketing strategy with university-wide priorities, including enrollment, research, alumni engagement, and advancement.
- Guide rebranding efforts that position NMT as the premier research university in New Mexico and the nation's top small STEM-focused institution.
- Oversee internal communication efforts to enhance transparency, engagement, and information-sharing across departments and divisions.

- Collaborate closely with Enrollment Services, Student Affairs, Academic Affairs, and other internal stakeholders to align marketing strategies that drive student recruitment, retention, alumni engagement, research prominence, and fundraising.

Brand Management & Storytelling:

- Serve as NMT's chief brand steward, ensuring consistency and strategic alignment of visual identity and messaging across all platforms.
- Lead the development and execution of a university-wide brand strategy that supports institutional goals and enhances NMT's visibility and reputation.
- Oversee the design and production of all marketing, public relations, and advertising collateral, both print and digital.
- Elevate faculty research, student achievements, institutional successes, and community partnerships through compelling storytelling and targeted campaigns.
- Maintain strong media relations and serve as university spokesperson when appropriate.

Marketing Operations, Strategy & Analytics:

- Build and implement a data-informed, research-driven marketing and communications strategy aligned with NMT's mission, values, and strategic plan.
- Leverage SEO, digital marketing, paid media, social platforms, CRM/CMS technologies, and analytics tools to drive awareness, engagement, and enrollment.
- Manage vendor relationships and media buying, and coordinate the execution of campaigns across multiple channels.
- Oversee and optimize marketing and communications budgets, ensuring fiscal responsibility and high ROI.
- Evaluate communications effectiveness using KPIs and analytics to continuously improve strategy and execution.
- Design and implement data-driven marketing strategies that significantly contribute to student enrollment, retention, and institutional visibility.

Additional Duties:

- Participate in university-wide committees, emergency response planning, and other institutional initiatives as assigned.
- Serve as Public Information Officer on the Emergency Response Team. Coordinate film and media access requests on university property.
- Remain current with marketing and higher education trends through professional development.

REQUIRED QUALIFICATIONS:

- Bachelor's Degree with at least five (5) years of progressive leadership experience in marketing, strategic communications, public relations, or related areas.
- Demonstrated expertise in brand management, media relations, digital marketing, content creation, and strategic communications.
- Strong understanding of analytics tools (Google Analytics, SEO platforms), CRM/CMS systems, and integrated marketing strategies.
- Proven experience building and leading diverse, high-performing teams.
- Exceptional project management, writing, and verbal communication skills.
- Experience managing crisis communications and high-stakes reputational issues.
- Ability to work collaboratively across a complex organization and with diverse stakeholders.

DESIRED QUALIFICATIONS:

- Master's degree in Communications, Marketing, Media, or related field.
- Experience in higher education, research institutions, or similar complex environments. Background in marketing or creative agency environments.
- Bilingual in English and Spanish.
- Successful track record with national media and higher education publications.
- Demonstrated success in building or evolving a strong, recognizable brand.

LIFTING REQUIREMENTS:

(f)requently, (o)ccasionally, or (s)eldom

0 - 15 pounds	F
15 - 30 pounds	O
30 - 50 pounds	O
50 - 100 pounds	S
100 + pounds	S

PHYSICAL DEMANDS:

Standing 30%	Sitting 40%	Walking 30%	Pulling
Pushing	Lifting	Stooping	Kneeling
Crawling	Climbing	Reaching	Other

Apply to: nmtjobapps@npe.nmt.edu