



**Posting Date:** April 2025

**Position:** Director of Marketing and Communications

**Department:** Marketing and Communications

**Hours per Week:** Full Time/ 12  
Month - Exempt

Alverno College is a private liberal arts college with an internationally acclaimed ability-based program and a diverse student body. We provide students with real-life, hands-on experiences in the classroom and professional internships related to their major. These experiences, among others, have resulted in Alverno College being ranked higher than any other college in Wisconsin in its “Strong Commitment to Teaching” category for the 14th consecutive year.

Founded in 1887, Alverno is a women’s college at the undergraduate level and Wisconsin’s first designated Hispanic-Serving Institution. We enroll a highly diverse student body of virtually every demographic and experience and offer a robust array of graduate and degree completion programs for women and men. It is an institution that has revered tradition and encouraged innovation for more than 130 years.

Alverno College is seeking applicants for a full-time Director of Marketing and Communications position in Milwaukee, WI. This position currently reports to the President, though organizational changes may require placement of the position in a different department in the future.

Alverno College health, dental, vision, disability, and retirement plan enrollment are available to full-time employees and eligible dependents. Tuition benefits are available for employees and qualified dependents.

### **Primary Duties and Responsibilities**

The following information is not meant to be all-inclusive. Other duties and responsibilities may be assigned as necessary.

- Develop, share, and execute a comprehensive marketing plan aligned with Alverno’s strategic plan.
- Design and implement marketing campaigns to support enrollment and institutional goals, including advancement initiatives and objectives related to philanthropic and alumni relations goal.
- Strengthen Alverno’s brand identity and awareness among internal and external audiences.
- Oversee website design, content, maintenance, and updates.
- Lead the College’s social media strategy and presence.
- Serve as the College’s institutional leader for all marketing and communication activities.
- Act as liaison to academic leaders, providing guidance on marketing strategies and content.
- Supervise the development of all print, web, and digital promotional materials.
- Build and maintain media relationships; respond to media inquiries and provide statements as appropriate.
- Serve as the College’s agency liaison to ensure quality and timely project execution.
- Lead the storytelling strategy to share Alverno’s successes across multiple platforms.



- Support and lead emergency and internal communications.
- Serve as the College's spokesperson when requested or in the President's absence.
- Supervise and develop the Marketing and Communications staff and student interns.
- Serve on the department head forum, leadership teams, and other committees as requested.
- Support the College's commitment to inclusive excellence and the ABIDE (Access, Belonging, Inclusion, Diversity and Equity) framework.
- Complete special projects and assignments as needed.

### **Qualifications and Education**

#### **Required:**

- Bachelor's degree in communications, journalism, marketing, public relations, or a related field.
- At least six years of progressively responsible experience in marketing, communications, or digital media strategy.
- Demonstrated leadership in managing teams, providing feedback, and fostering staff development.
- Strong strategic and creative thinking, with a focus on innovation and data-informed decision-making.
- Exceptional verbal and written communication skills, including the ability to work effectively with stakeholders from different backgrounds and with different experiences.
- Proven ability to manage multiple projects, deadlines, and priorities in a fast-paced environment.
- Deep understanding of digital and social media platforms and trends.
- Excellent attention to detail and editing skills.
- Enrollment marketing experience is strongly preferred.

#### **Preferred:**

- Master's degree.
- Experience in the higher education sector.

### **How to Apply**

Apply on-line at <https://www.alverno.edu/jobs/apply/login.php>

**Please attach your cover letter, resume, and list of references to the online application**