



IUPUI OFFICE OF INTERNATIONAL AFFAIRS

POSITION ANNOUNCEMENT Director of Communications & Marketing

The Office of International Affairs (OIA) is the hub of international activities at IUPUI. We work with people and organizations on campus, in Indianapolis, and throughout the world to:

- Graduate students able to operate in a globalized world with skill, wisdom, and responsibility.
- Facilitate [international engagement and partnerships](#).
- [Recruit and enroll international students](#).
- Provide transition support, expert advising, and [visa services](#) for international students and scholars.
- Oversee IUPUI's [study abroad](#) activities.
- Support [international teaching and learning](#)—for example, through use of the [Global Crossroads](#) videoconferencing lab.
- Increase intercultural understanding through [events and programs](#), including the [International House](#).

The Director of Communications and Marketing serves as chief communications and marketing strategist for the Office of International Affairs (OIA) and campus international programs. This includes establishing and ensuring consistent application of a high-level communication and marketing strategy to advance the international identity of IUPUI and visibility of the OIA for a wide range of internal and external constituencies. The director is responsible for developing the OIA brand in alignment with other key departmental partners, overseeing its deployment across OIA units, and ensuring it works in concert with the overall branding strategy of the university. The director provides business/systems analysis and technical support for OIA communications activities, especially in the area of website development and Salesforce CRM deployment. The director supervises the OIA communications and event logistics team, with responsibility for major public programming sponsored by the OIA and support for incoming and outgoing international delegations. The director serves on the OIA senior staff team, contributing to broad strategic planning efforts, and serves as a liaison to various campus and university units, committees, and partners.

Primary Duties and Responsibilities

- In collaboration with OIA executive leadership and unit directors, develop and implement a strategic communication and marketing plan that advances the visibility of the OIA and the international identity of IUPUI and is integrated with OIA's public programming and advancement/donor outreach. This strategic plan will address both policy development and tactical operations related to messaging, content creation, digital asset management, web development and maintenance, crisis communications, Salesforce Marketing Cloud/CRM and social media deployment, print and digital publications, data presentation and dissemination, public events management and protocols for hosting international delegations, ensuring consistent quality and adherence to institutional branding guidelines and industry best practices.
- Serve as the primary technical and functional resource for communication and marketing platforms utilized by the OIA. This includes utilizing web and CRM analytics to inform decisions, determining scope of communication activities that are feasible within IU-provided systems and available OIA resources, and acting as a first line of review for technical issues related to communication activities.
- Oversee the development, creation, and dissemination of both templates and content for strategic communication initiatives across all OIA units and executive leadership. Direct OIA communications and event logistics team operations. Provide operational oversight to other OIA staff with designated communication or marketing outreach roles, including training on system usage and communications policy. Serve as manager of the OIA brand to ensure compliance with relevant

university, OIA, and industry standards. Serve as project manager for OIA communication and marketing projects done in conjunction with IU Studios or external vendors. Manage related budgets. Liaise with communications staff across IUPUI schools and community organizations to facilitate collaboration on promoting IUPUI's strategic international initiatives.

Required Education/Experience

- Bachelor's degree in communications, journalism, English, public relations, or a related field and five years of experience in a relevant field.
- Combinations of education and related experience may be considered.
- Proficient communication skills. Maintains a high degree of professionalism. Demonstrated time management and priority setting skills. Demonstrates a high commitment to quality. Possesses flexibility to work in a fast paced, dynamic environment.
- Seeks to acquire knowledge in area of specialty. Highly thorough and dependable. Demonstrates a high level of accuracy, even under pressure. Possesses a high degree of initiative. Ability to influence internal and/or external constituents. Expert knowledge of marketing concepts, strategies, and techniques.
- Comfortable with learning new technologies and teaching them to various audiences. Strong technical and analytical skills, with willingness to embrace new technology. Good understanding of design processes and a keen eye for design. Ability to work effectively with multiple stakeholders.

Qualifications and Expertise

- Master's degree in communications, public relations, media arts, graphic arts, or a related area.
- Progressively responsible communications experience, including web development and emerging technologies.
- Experience with project and design management at a research university or other large complex, internationally-focused organization.
- Experience with events management. One year of international experience. Familiarity with Salesforce, Adobe Suite: Photoshop, InDesign, and Lightroom.

Salary and benefits:

\$68,000 - \$72,000 commensurate with qualifications, along with an exceptional Indiana University benefits package: <http://hr.iu.edu/benefits/neweeo/prof-index.html>.

As one of seven Indiana University campuses, IUPUI (Indiana University-Purdue University Indianapolis) is Indiana's premier urban research and health sciences institution and is dedicated to advancing the intellectual growth of the state of Indiana and its residents through research and creative activity, teaching, learning, and community engagement. IUPUI offers more than 250 degrees through 17 academic schools and awards degrees from both Indiana and Purdue universities. Its nearly 30,000 students represent 140+ countries. IUPUI pursues its strategic planning goal of becoming a global campus in a global city through building effective international partnerships, creating international opportunities, and graduating students able to operate in a globalized world with skill, wisdom, and responsibility.

The IUPUI [Office of International Affairs](#) is a comprehensive office of international education programs and services that coordinates and serves as a catalyst for a broad range of international activities at IUPUI. The OIA's service responsibilities include the main IUPUI campus in downtown Indianapolis, affiliated extension campuses in Columbus and Fort Wayne, and the IU School of Medicine statewide medical education centers. More than 95% of IUPUI's 1800 international students and 600+ international scholars are located on the main IUPUI campus.

Indiana University is an equal opportunity and affirmative action employer and a provider of ADA services.

To apply, submit resume and letter of interest online at <https://jobs.iu.edu/> (Posting # 294241)

The position will remain open until filled, with preference given to applicants applying by May 14.