Director of Marketing and Publicity  
Department of Music and Dance, College of Humanities and Fine Arts  
University of Massachusetts Amherst

The Director of Marketing and Publicity is responsible for creating materials, information, and long-term plans to effectively market and publicize the Department of Music and Dance and its academic programs, concerts, special events and special projects. This individual also supervises the Department’s webmaster, 1 to 5 students, and works in collaboration with the Department’s Director of Admissions, the College’s Director of Marketing and Communications and the College’s Development Officer.

Minimum Qualifications:

- Bachelor's degree in Marketing, Humanities, Fine Arts, Public Relations, Communication, Journalism or related field
- 4 years experience writing and designing marketing and promotional materials; event planning; fund raising; use of social media systems; working with diverse groups
- Knowledge of content management systems (HTML, CSS, and other common web languages), proficiency with Adobe Creative Suite and advanced knowledge of Microsoft Word, PowerPoint, Excel, Mac OS and Windows
- Demonstrated ability to write clearly, concisely, and compellingly
- Excellent interpersonal skills and demonstrated ability to work collaboratively with diverse groups including staff, faculty and students; and the ability to maintain effective professional relationships both on and off campus
- Ability to work independently, problem solve, take initiative, set priorities, handle multiple projects, and exercise good judgment in a fast-paced, deadline driven environment in an organized and professional manner
- Ability to travel independently and flexibility to work non-standard hours

Preferred: Experience in the performing arts such as music, dance, and/or theater

Hiring salary range: $46,200 - $58,000

Normal starting salary: $46,200 - $52,100

PROFESSIONAL STAFF SALARY ADMINISTRATION PROGRAM POSITION LEVEL 27

Applicants should apply by the priority deadline of June 15, 2016, to ensure consideration. To apply provide letter of application, resume and contact information for three professional references to:

http://umass.interviewexchange.com/jobofferdetails.jsp?JOBID=72085

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