Assistant Director, Marketing Strategy

higheredjobs.com/search/details.cfm

Type: Full-Time
Salary: $62,400 - $84,600 per year
Posted: 57 days ago
Category: Communications, Marketing, and Public Affairs

Campus

OSU-Stillwater

Contact Name & Email

Lyndall Stout, lyndall.stout@okstate.edu

Work Schedule

Monday through Friday, 8:00am-5:00pm with occasional evenings and weekends.

Appointment Length

Regular Continuous/Until Further Notice

Hiring Range

$62,400 - $84,600 Salary

Special Instructions to Applicants

For full consideration, please submit a resume/cv, cover letter, three references and samples of work. Digital portfolio or PDFs/link are acceptable.

About this Position

The Assistant Director of Marketing Strategy within the Office of Communications and Marketing provides leadership and oversight that shapes the OSU Agriculture brand and marketing initiatives across Oklahoma and beyond. This strategic, public-facing role drives creative direction, brand consistency and visual identity for OSU Agriculture. This role develops, manages and leads marketing efforts that promote the three mission areas of OSU Agriculture: Ferguson College of Agriculture, OSU Ag Research and OSU Extension.

The assistant director oversees branding and accessibility standards, develops and enforces policies, and leads the execution of integrated marketing strategies across branding, graphic design, publications and photography. The assistant director collaborates with department leadership and cross-functional teams to produce compelling marketing campaigns and ensure brand integrity across all platforms. This role requires an excellent eye for design along with a proven track record for supervising a creative team focused on integrated and strategic communications and marketing efforts. If you're passionate about design, photography and impactful communication, this is your opportunity to make a lasting impression.

About the Office of Communications and Marketing: The Office of Communications and Marketing for OSU Agriculture is a welcoming environment that thrives on creativity and collaboration. Our motto is People Before Projects, with an emphasis on self-care, professional development and educational attainment, while still meeting production goals. We are a team of experienced professionals who deliver all aspects of integrated communications and serve as the news, information and marketing team for OSU Extension, OSU Ag Research and OSU's Ferguson College of Agriculture. Learn more at https://agdivision.okstate.edu/ag-comm-marketing.

There are lots of great reasons to work at OSU. Check out our benefits and eligibility at https://hr.okstate.edu/prospective-ee.html.

Required Qualifications

- Bachelor's in Communications, graphic design, public relations, agricultural communications, strategic communications, mass communications, marketing or related field
  (degree must be conferred on or before agreed upon start date)
- Five years of professional experience required in communications or marketing. Supervisory experience required.

- **Certifications, Registrations, and/or Licenses:**

  Oklahoma driver's license or the ability to obtain an Oklahoma driver's license within 30 days of hire. Reliable transportation for travel connected with official duties. Reimbursement for official travel. Duty reporting is in-person on the OSU campus in Stillwater, Oklahoma.

- **Skills, Proficiencies, and/or Knowledge:**
    - Extensive experience as a graphic designer with a diverse, compelling portfolio showcasing high-level design projects across multiple platforms
    - Expertise in visual storytelling and photography, including advanced skills in photo editing and digital asset management
    - Expertise in leading and executing communications and marketing campaigns and strategic, integrated marketing initiatives
    - Proven leadership and supervisory experience in a creative, communications or marketing setting
    - Strong team-building and interpersonal communication skills
    - Demonstrated excellence in customer service, client consultation and relationship management
    - Ability to work within existing brand guidelines and designs to deliver cross-platform materials relevant for a variety of audiences, including students, parents, volunteers and the public
    - Strong writing, editing and proofreading skills with knowledge of Associated Press style
    - Proficient in Adobe Creative Cloud programs
    - Proficient in Canva
    - Proficient in Microsoft Office 365 programs
    - Commitment to accessibility in visual communication; knowledge of relevant laws and best practices
    - Familiarity with integrated marketing campaigns and cross-platform creative strategy
    - Experience managing public-facing educational materials with a focus on clear, accessible design
    - Experience using artificial intelligence resources and tools for communications applications
    - Experience using reporting metrics to evaluate communications and marketing efforts to make data-driven decisions
    - Experience working with outside communications firms or vendors
    - Experience developing and teaching professional development training
    - Knowledge of land-grant university structure is a plus
    - Knowledge of agriculture is a plus

Oklahoma State University (OSU) strives to provide a safe study, work, and living environment for its faculty, staff, volunteers and students. To support this environment and comply with applicable laws and regulations, OSU conducts pre-employment background checks on final candidates. Offers of employment are contingent upon the successful completion of a background check. The type of background check conducted varies by position and can include, but is not limited to, criminal (felony and misdemeanor) history,

sex offender registry, motor vehicle history, financial history, and/or education verification. Background checks will be conducted when required by law or contract and when, in the discretion of the university, it is reasonable and prudent to do so.

Oklahoma State University, as an equal opportunity employer, complies with all applicable federal and state laws regarding non-discrimination and affirmative action. Oklahoma State University is committed to a policy of equal opportunity for all individuals and does not discriminate based on race, religion, age, sex, color, national origin, marital status, sexual orientation, gender identity/expression, disability, or veteran status with regard to employment, educational programs and activities, and/or admissions. For more information, visit eeo.okstate.edu."

Related Searches:

Communications, Marketing, and Public Affairs

© 2026 HigherEdJobs. U.S. Patent 8,548,928