Marketing Director

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UNIVERSITY OF WISCONSIN OSHKOSH

Current Employees: If you are currently employed at any of the Universities of Wisconsin, log in to Workday to apply through the internal application process.

Position Title:
Marketing Director

Job Category:
Limited

Employment Type:
Regular

Job Profile:
Marketing Director (B)

Job Duties:

The Marketing Director provides strategic consultation to senior level administrators, driving a comprehensive marketing strategy that enhances the University's reputation and attracts and retains students through innovative, data-driven approaches. This position leads the development and execution of integrated marketing plans across digital, print, social media, and video platforms, highlighting the institution and elevating its brand presence in a competitive regional marketplace.

Reporting to the Executive Director of University Relations and Communications, the Marketing Director will oversee brand strategy, market research, creative development, and measurable marketing initiatives that align with institutional goals. This role offers the opportunity to collaborate with senior leadership, campus partners, and external agencies to strengthen the university's identity and ensure consistent, impactful messaging across all platforms. The Marketing Director will also apply knowledge of artificial intelligence and other emerging communications technologies to enhance and integrate traditional marketing methods. This position will lead and develop the marketing team while fostering a positive and creative work environment. The ideal candidate is a strategic thinker and team leader passionate about building brand distinction and driving results through innovation and collaboration.

Hybrid remote work may be available after the successful completion of the initial training period. Please note that the remote work policy is subject to change at the discretion of the department or university.

Universities of Wisconsin also offers an extremely competitive benefits package for 2026 that includes:

- Health plans, currently starting at $45 per month.
- 176 hours of vacation per year (prorated for start date).
- 36 hours of personal holiday, and 9 legal holidays (prorated for start date).
- 176 Hours of sick leave for first 18 months. After this period, employees can earn up to 96 hours per fiscal year. Accumulates without limit and does not expire.
- Paid parental leave after six months of continuous employment.
- Wisconsin Retirement System (pension) with 7.2% employer contribution for 2026.

All employment benefits are subject to change. A full list of current benefits and eligibility requirements can be found on our website.

Key Job Responsibilities:

Exercises supervisory authority, including hiring, transferring, suspending, promoting, managing conduct and performance, discharging, assigning, rewarding, disciplining, and/or approving hours worked of at least 2.0 full-time equivalent (FTE) employees

Develops comprehensive marketing plans that encourage research-based, market-driven programming and outcome evaluation, including cost and effectiveness measures for marketing initiatives

Builds brand identity and awareness for the division among internal and external audiences, ensuring consistent image and identification with the brand across all marketing and communications efforts

Analyzes marketing trends and critical measurements of productivity and customer service to implement marketing operational strategies

Directs marketing campaigns by contributing information, analysis, and strategic thinking establishing functional objectives in line with organization goals

Directs strategic planning initiatives and establishes objectives to ensure appropriate use of financial, administrative, staffing resources, and alignment with the strategic plan

Department:

Marketing and Communications

Compensation:

Starting at $95,000 commensurate with experience

Required Qualifications:

- Bachelor's degree in marketing, communications, or related field
- Proven experience in marketing, typically supported by 5+ years of progressive experience
- Demonstrated success in developing and implementing marketing strategies
- Strong understanding of digital marketing techniques and analytics
- Excellent communication and interpersonal skills, demonstrated through successful collaboration and relationship-building with stakeholders
- Leadership experience, including managing teams and budgets
- Proven strategic thinker with a data-driven approach to decision-making

Preferred Qualifications:

- Master's degree in marketing, communications, or related field.
- Experience working within higher education marketing and/or enrollment management
- Proven success in recruitment as a result of marketing material produced
- Knowledge of artificial intelligence and other new and emerging communications technologies and how they can be integrated with more traditional methods including web, marketing automation, social media, and digital strategy

How to Apply:
Applicants must submit the following documents using the online application:

- Resume
- Cover Letter

Please use your application materials to speak to each of the qualifications for this position as listed above. Be sure to describe your relevant experience and areas of expertise, using specific examples from your work and education history. Applicants must complete all required fields and attach all required documents prior to submitting the online application.

All final candidates will be asked to provide names, email contact information, and/or phone numbers for three (3) references, with at least one being from a manager or supervisor, during the interview process.

Note: Once you have attached your materials and submitted your application, you will not be able to go into the system and change them.

To Ensure Consideration: Applications received by the end of the day on December 1st, 2025 are ensured full consideration. Applications received after that date may be given consideration. Application materials will be evaluated, and the most qualified applicants will be invited to participate in the next step of the selection process. Incomplete and/or late application materials may not receive consideration.

Contact Information:
For questions regarding your application and additional options to apply, contact Human Resources at recruitment@uwosh.edu or 920-424-1166

Legal Notices:

Reasonable Accommodations

UWO provides reasonable accommodations to qualified individuals with disabilities who are employees or applicants for employment. Employment opportunities will not be denied because of the need to make reasonable accommodations for a qualified individual with a disability. If you need assistance or accommodation in applying because of a disability, please contact hroffice@uwosh.edu or 920-424-1166. This job announcement and other material on this site will be made available in alternate formats upon request to an individual with a disability.

Confidentiality of Applicant Materials
UWO is a State agency and subject to Wisconsin's Open Records Law. UWO will not, however, reveal the identities of applicants who request confidentiality in writing except as

may be required by Wisconsin's Open Records law. In certain circumstances, the identities of "final candidates" and/or the identity of the appointed applicant must be revealed upon request.

CBC & Reference Check Policy

All candidates for employment are subject to a pre-employment screening which includes a criminal background check, work authorization, and verification of education. It will also require you and your references to answer questions regarding sexual violence and sexual harassment.

Work Authorization

Unless otherwise indicated in the job posting, the University of Wisconsin Oshkosh does not offer H-1B or other work authorization visa sponsorship for this position. Candidates must be legally authorized to work in the United States at the time of hire and maintain work authorization throughout the employment term. UW Oshkosh is not an e-verify employer; therefore, STEM extensions are not options for work authorization.

Annual Security and Fire Safety Report (Clery Act)

For the UWO Annual Security and Fire Safety Reports (i.e., Clery Report), which includes statistics about reported crimes and information about campus security policies, see https://uwosh.edu/police/, or call UWO Police Department, at (920) 424-1212 for a paper copy.

UW is an Equal Opportunity Employer

Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, pregnancy, disability, status as a protected veteran, or any other bases protected by applicable federal or State law and UW System policies. We are committed to building a workforce that represents a variety of backgrounds, perspectives, and skills, and encourage all qualified individuals to apply.

The University of Wisconsin Oshkosh is committed to recruiting, supporting and fostering a diverse community of outstanding faculty, staff and students, and is an AA/EEO Employer.

Employment will require a criminal background check. UW Oshkosh complies with the Wisconsin Fair Employment Act with regard to nondiscrimination on the basis of arrest and/or conviction record.

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