Sr. Director, Communications

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Type: Full-Time
Salary: Commensurate with experience
Posted: 16 days ago (Reposted Job: Initially posted on 11/11/2025)
Category: Communications, Marketing, and Public Affairs; Other Executive

Located in North Carolina's third largest city, UNC Greensboro is among the most diverse, learner-centered public research universities in the state, with 18,000 students in eight colleges and schools pursuing more than 150 areas of undergraduate and over 200 areas of graduate study. UNCG continues to be recognized nationally for academic excellence, access, and affordability. UNCG is ranked No. 1 most affordable institution in North Carolina for net cost by the N.Y. Times and No. 1 in North Carolina for social mobility by The Wall Street Journal — helping first-generation and lower-income students find paths to prosperity. Designated an Innovation and Economic Prosperity University by the Association of Public and Land-grant Universities, UNCG is a community-engaged research institution with a portfolio of more than $67M in research and creative activity. The University's 2,600 staff help create an annual economic impact for the Piedmont Triad region in excess of $1B.

University Communications elevates UNCG's reputation, advances institutional strategy, and fosters community pride through integrated marketing and communications initiatives aligned with its public mission as a student-centered research university. The department develops and executes strategic marketing and communications programs that enhance visibility, engage key audiences, and convey the University's distinctive value. Working collaboratively across schools, colleges, and administrative units, University Communications manages advertising, analytics, media relations, marketing campaigns, market research, content strategy, branding, digital engagement, sponsorships, and crisis communications to drive enrollment, build awareness, and strengthen relationships with stakeholders.

The senior director for communications serves as a senior leader within University Communications, overseeing UNCG's editorial strategy and execution across institutional channels. Reporting to the vice chancellor for strategic communications, the senior director leads the University's content strategy, manages the editorial process, and ensures messaging is coordinated, timely, and aligned with institutional priorities.

This role is responsible for integrating innovative practices and emerging technologies—including generative AI tools—into editorial workflows to improve efficiency, increase audience engagement, and enhance storytelling. The senior director manages and mentors communications staff, provides senior-level writing and editing, coordinates with the senior director for marketing on content calendars and visual asset needs, and leads high-profile communications initiatives. The role also oversees major content rollouts, maintains University editorial guidelines, and serves as a key member of the University's crisis communications team.

Minimum Qualifications

- Relevant post-baccalaureate degree required with three years or greater of related professional experience in marketing, communications, journalism, public affairs, or a related field.
- For candidates demonstrating comparable professional backgrounds, will accept a relevant undergraduate degree and five years or greater of relevant experience in substitution.

Preferred Qualifications

- Demonstrated ability to lead content strategy and manage complex editorial workflows.
- Superior writing, editing, and verbal communication skills.
- Experience coordinating with marketing and creative teams on integrated campaigns.
- Strong interpersonal skills and the ability to work collaboratively across units.
- Understanding of AI tools and their application in communications workflows, with the ability to integrate them thoughtfully and strategically.
- Flexible nature, with the ability to adapt quickly in a fast-paced environment.
- Experience in higher education or a large, complex organization.
- Proficiency with content management systems, editorial calendars, and digital publishing tools.
- Experience managing issues and participating in institutional crisis response.
- Experience supervising and mentoring staff.

Key Responsibilities

Content Strategy and Editorial Leadership - 35%

- Develop, implement, and oversee an integrated content strategy that supports the University's strategic communications goals.
- Provide senior-level copy editing and proofreading to ensure high-quality, accurate, and brand-consistent content.
- Maintain and update editorial guidelines to reflect evolving best practices.

- Evaluate and incorporate emerging technologies, including AI-driven tools, to enhance content planning, creation, and distribution.

Staff Management and Coordination - 25%

- Manage the work of department communications staff, ensuring alignment with central messaging and strategy.
- Provide guidance, training, and editorial support to communications staff.
- Facilitate regular meetings and content planning sessions to ensure timely and coordinated rollouts.
- Encourage professional development and foster a culture of innovation and adaptability.

Major Communications Projects and Crisis Communications - 15%

- Lead content planning, writing, and rollout for high-visibility University initiatives.
- Serve as a key member of the crisis communications team, preparing and deploying rapid-response messaging in coordination with leadership.
- Integrate data-driven insights and new digital tools to improve messaging effectiveness.
- Participate in internal committees as required.

Digital Content and Campaign Coordination - 15%

- Coordinate with the marketing director to align content calendars, reinforce marketing campaigns, and determine visual asset needs.
- Oversee regular updates to the University homepage and manage content-driven events such as “Week at the G”.
- Ensure digital content is optimized for engagement, accessibility, SEO, and analytics.
- Leverage AI-driven analytics to better understand audience behavior and inform content strategy.

Writing and Editorial Support - 10 %

- Provide hands-on writing support for leadership, high-profile projects, and urgent communications needs.
- Develop feature stories, announcements, and other written materials for multiple platforms.
- Adapt messaging for diverse audiences while maintaining the University’s tone, voice, and brand integrity.

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