# Marketing and Communications Director, CU Denver Business School

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**Type:** Full-Time
**Salary:** $104,708 - $115,730 per year
**Posted:** 1 day ago
**Category:** Communications, Marketing, and Public Affairs
Military
**Marketing and Communications Director, CU Denver Business School University of Colorado Denver**

Marketing and Communications Director, CU Denver Business School - 38644

University Staff

**Description**

**Position Details**
**University of Colorado | Denver**
**Official Title: Communications Director**
**Working Title: Marketing and Communications Director, CU Denver Business School**
**FTE: Full-time**
**Salary Range: $104,708 - $115,730**
**Position #00735538- Requisition #38644 About the University of Colorado - Denver**
Millions of moments start at CU Denver, a place where innovation, research, and learning meet in the heart of a global city. We're the state's premier public urban research university with more than 100 in-demand, top ranked bachelors, master's, and doctoral degree programs. We partner with diverse learners-at any stage of their life and career-for transformative educational experiences. Across seven schools and colleges, our leading faculty inspires and works alongside students to solve complex challenges and produce impactful creative work. As part of the state's largest university system, CU Denver is a major contributor to the Colorado economy, with 2,000 employees and an annual economic impact of $800 million. To learn more about how CU Denver helps learners meet their moment, visit ucdenver.edu. **Job Description**
* Applications are accepted electronically ONLY at www.cu.edu/cu-careers *
The Marketing and Communications Director leads the strategic marketing and communications efforts for the CU Denver Business School, driving enrollment growth, enhancing brand visibility, and supporting the school's mission. This position is responsible for developing and executing integrated marketing and communication strategies that align

with both university-wide initiatives and the specific goals of the Business School. The Director collaborates closely with the Assistant Vice Chancellor for Strategic Communications and the Dean of the Business School to ensure cohesive messaging across all platforms, brand consistency, and effective stakeholder engagement. The role requires expertise in digital marketing, CRM management, and data-driven campaign optimization, with a strong emphasis on enrollment-driven outcomes. Success in this position requires expertise in digital marketing, CRM systems, and data-driven campaign optimization, with a strong focus on enrollment outcomes and leveraging emerging trends in social media and online presence. **Marketing and Communications Director, CU Denver Business School**

**What you will do:**

Strategic Marketing and Enrollment Growth

- Develop and implement a comprehensive marketing strategy that advances the Business School's enrollment, reputation, and revenue goals, ensuring alignment with CU Denver's brand and strategic priorities, keeping up with current market trends.
- Lead targeted digital marketing strategy efforts (e.g., paid search, paid social, SEO, display, retargeting) designed to generate, nurture, and convert prospective student leads for undergraduate, graduate, and certificate programs.
- Use Artificial Intelligence, market research, competitive analysis, and enrollment data to identify new opportunities, refine value propositions, and recommend strategic adjustments to academic program portfolios in collaboration with academic leadership.
- Work closely with the Assistant Dean for Enrollment Management and Scholarships, as well as program and discipline directors, to align messaging, campaigns, and tactics with program-specific enrollment goals and scholarship strategies.
- Collaborate with Program Directors, Discipline Directors and department heads to understand unique program value propositions and ensure compelling marketing content.
- Assess the effectiveness of international marketing initiatives, providing insights and recommendations for improved outreach and student engagement in global programs.

CRM, Web, and Digital Experience

- Oversee and optimize the use of CRM and marketing automation tools, including audience segmentation, email journeys, lead scoring, and conversion tracking in partnership with central enrollment and IT teams.
- Ensure all Business School web pages and campaign landing pages are accurate, highly functional, accessible, and up to date, coordinating updates with web and IT partners as needed.
- Manage website training for staff and department teams ensuring current page management and new page creation is correct and accurate.

- Provide website content strategy guidance to ensure brand consistency and messaging that aligns with the School's strategic priorities and goals. Monitor and analyze digital performance metrics (e.g., web traffic, form fills, conversion rates, cost per lead) and use insights to improve user experience and campaign effectiveness.
- Oversee digital marketing campaigns for organic and paid social, content marketing and email campaigns for recruitment and internal marketing.
- Continuously evaluate and stay up to date with current marketing, social media, and website development trends to ensure the School is aligned and keeps current.

Creative Services and Collateral Development

- Direct the creation, production, and quality control of marketing collateral, including brochures, one-sheets, presentations, email templates, video and digital and print advertising assets.
- Ensure that content and design effectively communicate program strengths, student outcomes, faculty expertise and research productivity, and industry partnerships while adhering to CU Denver brand standards.
- Manage timelines and workflows for collateral development with internal staff and external vendors, ensuring projects are delivered on time and on budget.
- Lead efforts to highlight and promote success stories of the business school, including student achievements, alumni impact, faculty research, and program milestones, through engaging content and marketing materials.

Oversee the School's marketing & communications program

- Build the reputation of the Business School
- Work with University Communications to manage issue and crisis communications as needed
- Oversee the Business School newsroom. Guide strategic, consistent, and compelling multi-media storytelling with consideration to messaging, audience and platform
- Collaborate with the external events team for special event marketing and communications
- Lead updates, development, and production of the school and program collateral materials with the Brand Manager
- Ensure a consistent brand and voice for the Business School that aligns with university strategic goals
- Lead development of Business School stories for CU Denver News as needed

Budget and Resource Management

- Develop, manage, and monitor the Business School marketing budget, including forecasting, tracking expenditures, and ensuring effective use of financial resources across channels and campaigns.
- Negotiate and manage relationships with external agencies, freelancers, and vendors to maximize value, quality, and return on investment.

- Establish and track key performance indicators (KPIs) for marketing investments and provide regular reports and recommendations to the Assistant Vice Chancellor, Dean, and other stakeholders.

Collaboration, Leadership, and Administration

- Supervise, mentor, and evaluate the marketing and communications team's operations, project prioritization, implementation, and performance.
- Serve as a collaborative, responsive, and communicative partner to leaders and units across the Business School and the university, acting as the primary liaison with central University Communications.
- Lead and coordinate marketing efforts for international collaborations, ensuring alignment with CU Denver brand standards and strategic goals.
- Participate in cross-campus marketing, enrollment, and strategic planning committees as assigned, representing the Business School's needs and perspectives.
- Perform other related duties as assigned to support the mission and strategic priorities of the Business School and CU Denver.

**Qualifications you already possess (Minimum Qualifications)**

Applicants must meet minimum qualifications at the time of hire.

- Bachelor's degree in marketing, communications, business administration, or a directly related field from an accredited institution.
- Six (6) years of progressive experience in marketing and communications..
- Demonstrated expertise in digital marketing, CRM systems, and analytics for enrollment management.
- Proven ability to lead teams, manage multiple projects, and collaborate across diverse stakeholder groups.
- Excellent communication, presentation, and relationship management skills.
- Proficient in software such as Adobe, Salesforce, Slate, Drupal, digital ad managers, task management, and social media management tools.

**Preferred Qualification to possess (Preferred Qualifications)**

- Master's degree in marketing, business, communications, or a related field.
- Experience with marketing graduate or professional programs.
- Marketing and communications experience in higher education or complex organizations.
- Experience using Artificial Intelligence tools to increase the effectiveness and efficiency of marketing campaigns.
- Knowledge of higher education trends, especially those relevant to business education and recruitment.

**Knowledge, Skills, and Abilities**

- Ability to communicate effectively, both in writing and orally.

- Ability to establish and maintain effective working relationships with employees at all levels throughout the institution.
- Demonstrated commitment to providing outstanding customer service.
- Ability to manage ambiguous situations and translate them into results.
- Exceptional management and leadership qualities.
- Ability to manage multiple projects and tasks simultaneously while maintaining high attention to detail.
- Demonstrate an exceptional understanding of access and engagement with a commitment to developing equitable practices.

**Conditions of Employment**

This position follows a hybrid work structure where employees are required to be on campus a minimum of 3 days per week.

**Mental, Physical, and/or Environmental Requirements**

- The ability to sit for extended periods, stand and walk occasionally, reach with hands and arms, use hands to manipulate a keyboard and mouse, and have good near vision for computer work; often requiring minimal lifting, but may involve bending or reaching to retrieve items from shelves or drawers.
- Talking with and/or listening to and/or signaling people to convey or exchange information, includes giving/receiving assignments and/or directions.
- Dealing with individuals with a range of moods and behaviors in a tactful, congenial, personal manner so as not to alienate or antagonize them.

CU is an Equal Opportunity Employer and complies with all applicable federal, state, and local laws governing nondiscrimination in employment. We are committed to creating a workplace where all individuals are treated with respect and dignity, and we encourage individuals from all backgrounds to apply, including protected veterans and individuals with disabilities.
The University will provide reasonable accommodations to applicants with disabilities throughout the employment application process. To request an accommodation pursuant to the Americans with Disabilities Act, please contact the Human Resources ADA Coordinator at workplaceengagement@ucdenver.edu . **Employment Sponsorship**
Please be advised that this position is not eligible now or in the future for visa sponsorship. **Compensation and Benefits**
The salary range (or hiring range) for this position has been established at $104,708 - $115,730.
The salary of the finalist(s) selected for this role will be set based on a variety of factors, including but not limited to, internal equity, experience, education, specialty and training.
The above salary range (or hiring range) represents the University's good faith and reasonable estimate of the range of possible compensation at the time of posting.
This position is not eligible for overtime compensation.

Your total compensation goes beyond the number on your paycheck. The University of Colorado Denver provides generous leave, health plans and retirement contributions that add to your bottom line.
Benefits: https://www.cu.edu/employee-s ervices/benefits
Total Compensation Calculator: http://www.cu.edu/node/153125 Application Deadline
Applications will be accepted until two weeks from posting date January 23rd, 2026. Those who do not apply by this date may or may not be considered. **Required Application Materials:**
To apply, please visit: http://www.cu.edu/cu-careers and attach:

- A cover letter which specifically addresses the job requirements and outlines qualifications
- A current CV/resume
- List of three references (we will notify you prior to contacting both on and off-list references)

**Questions should be directed to Emilia Covault, emilia.covault@ucdenver.edu**
**Background Check Policy**
The University of Colorado Denver strives to maintain a safe and productive educational, clinical, research and employment environment. All prospective employees and current employees must, therefore, consent to and pass background checks prior to any final appointment/employment.

**Application Materials Required:** Cover Letter, Resume/CV, Additional Attachments - Refer to Application Materials Instructions Below **Job Category:** Communication **Primary Location:** Denver **Department:** U0001 -- Anschutz Med Campus or Denver - 30002 - ADM VC Comm Denver **Schedule:** Full-time **Posting Date:** Jan 8, 2026 **Unposting Date:** Ongoing **Posting Contact Name:** Emilia Covault **Posting Contact Email:** Emilia.covault@ucdenver.edu **Position Number:** 00735538 **To apply, please visit: https://cu.taleo.net/careersection/2/jobdetail.ftl?job=38644&lang=en** jeid-b8768a2bd14e484b 8b90b3e9e5781a80