
POSITION AVAILABLE

ALABAMA STATE UNIVERSITY

, AL 36101-0271
Voice: (334) 229-4667 • Fax: (334)265-0697 • ASU Job Line: (334) 229-5627(JOBS)



AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

Classification: Professional/Non-Teaching

Applications review will start immediately and continue “Until Filled”

To download an application form visit our website @ www.alasu.edu/hr. United States work authorization is required for all non-US citizens.

SEARCH RE-OPENED

DIRECTOR OF MARKETING

(JC- 2070)

Alabama State University’s Special Assistant to the President/Marketing and Communications invites applications for the position of Director of Marketing. The selected applicant will report to the Associate Executive Director of Marketing and Communications and will be responsible for coordinating university-wide marketing initiatives. The selected applicant must understand the mission, values, organization, and traditions of Alabama State University. The applicant will serve as a member of the Marketing and Communications management team; develop measurable goals and objectives that advance the marketing mix, and create and manage opportunities advancing the ASU product as part of the strategic marketing mix. Also, the selected applicant will coordinate the work of vendors engaged to assist the university’s strategic marketing efforts, the university’s collegiate licensing functions and with other university administrative units to insure that marketing initiatives are university-wide. Lastly, the selected candidate will conceive, conduct and analyze marketing research to target and evaluate the effectiveness of Alabama University’s marketing efforts.

QUALIFICATIONS:

Bachelor’s degree from a regionally accredited institution in Marketing or a related field. A Master’s degree in Business Administration or Marketing preferred. At least three years of related experience is required.

SALARY:

\$48,571.00 - \$56,327.00

STARTING DATE:

Immediately following selection and approval of a candidate.

TO APPLY:

Interested applicants should submit an employment application form listing the names, address and phone numbers/email address of the last three employers on the reference sheet, transcript(s) and resume to:

Office of Human Resources
Alabama State University
P. O. Box 271
Montgomery, AL 36101

Alabama State University is an Affirmative Action/Equal Opportunity Employer