



JOB TITLE: **Director, Communications and Marketing**

DIVISION: **Comms & Marketing**

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**SUMMARY:** The Director, Communications and Marketing (Director, C&M) develops and oversees communications (internal and external) and marketing of service and events. Responsible for planning, initiating and managing the marketing, communications, and public relations activities. S/he will focus on promoting and expanding ABET's reach and impact via 1) information and advocacy content (eg: marketing materials, e-newsletters and alerts, magazine, digital communications, news and op-eds, website, and social media. Collaboratively works with senior management, volunteer leadership and stakeholders to enhance ABET's performance and reputation. This position advises members of the senior leadership team on communications and marketing strategies and execution. S/he is also responsible for the day-to-day management of ABET's Communications and Marketing staff.

Reporting directly to the COO, the Director, C&M plays a critical role in the successful execution of two strategic areas: 1) developing and executing a communications strategy to engage constituents and build confidence in the benefits of ABET's accreditation and related services; and 2) marketing events and services. In this role, the Director, C&M provides guidance to advance goals and objectives as set out in ABET's strategic plan. The Director C&M is the primary communications and marketing representative of the organization.

As a highly skilled communications and marketing professional, the incumbent must have a deep understanding of the global business environment, cultural sensitivity, and demonstrate diplomatic skills that will ensure the success of ABET's global marketing efforts. S/he also needs to understand ABET's core business and constituents, including familiarity with the structure and governance of higher education, accreditation processes, the role of accreditation in influencing institutional and industrial policies, as well as trends in technical education, on a national and international level. The incumbent must be committed to a team-focused environment, as the communications and marketing function is integrated into all aspects of ABET business operations.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Responsibilities of the Director, C&M falls within the areas as outlined below:

**1) External & Internal Communications:**

- Develops and manages communications and outreach campaigns
- Initiate, develop, coordinate, and distribute communications materials, including digital and online resources, print materials, and press releases.
- Lead and manage the development and production of collateral material and print publications.
- Prepares a range of communications to be delivered by the senior management team, elected leaders and other selected volunteers, and/or published in ABET electronic and print media.

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- Manages all media requests directed to senior management and volunteer leadership, speaking on behalf of ABET and prepares leadership for interactions with the media, when necessary.
- Responsible for the development and execution of the ABET Crisis Communications Plan.
- Develops, implements and evaluates the annual communications and marketing plans across the organization's audiences in collaboration with ABET's team and constituents.
- Monitors public source materials for items of interest to ABET.
- Generates story ideas and produces original reporting, including gathering relevant information and data, conducting interviews, writing and editing.
- Leads the development of the ABET annual report.

## **2) Marketing and Brand Strategy:**

- Responsible for all aspects of branding, public image, marketing and advertising strategy, external communications, public relations and policy, media relations, event campaigns and marketing metrics.
- Responsible for all aspects of market research, including planning, implementation, and management. Uses market research to segment and define target audiences, refine and improve product value proposition, and develop and implement the optimum market-penetration strategy.
- Leverages data and analytics to understand and measure the effectiveness of marketing programs to raise awareness and enhance the ABET brand.
- Develops segmentation, competitive analysis/market intelligence, prospecting, lead generation, market development, pricing, promotions, and communications in increasing event attendance and driving revenue growth.
- Responsible for all branded print and electronic collateral including, but not limited to, newsletters, brochures, annual report, booths, banners and ABET-branded promotional items.
- Ensures brand consistency, including but not limited to, management of the entire website organization and layout, access to brand assets—web and print—for internal and external communications campaigns.
- Responsible for the management of external agencies and relationships that support the organization's branding, public relations and outreach activities.
- Manage and oversee marketing and communications vendor relations.

## **3) Event Promotion:**

- Develop and implement a strategy to promote ABET's educational offerings that is aligned with the overall organizational brand and strategic goals.
- Develops sponsorship and exhibit programs for specific events and meetings when appropriate, supporting all HQ departments.

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## JOB DESCRIPTION

POSITION:  
Director

- Leads development and promotion of the ABET Symposium, including program content.
- Develops and manages Communications and Marketing staff budget to support business objectives.

**SUPERVISORY RESPONSIBILITIES:** Directs the activities of the Communications and Marketing team. Directly supervises the Communications and Marketing staff including Senior Graphic Designer, Senior Marketing Specialist, and Marketing Coordinator. Responsibilities include interviewing, hiring, and training employees; planning, addressing complaints and resolving problems.

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The required skills listed below are representative of the knowledge, skill, and/or ability required.

### **EDUCATION and/or EXPERIENCE:**

- Baccalaureate degree in an appropriate discipline (e.g. business; marketing; journalism; communications) from an accredited university or college required. Graduate degree or professional certification preferred.
- At least 10 years' relevant experience including publications, speech writing, communications and marketing.
- At least 3 years' experience in market research
- Project management experience.
- Supervisory experience.
- A basic understanding website design, HTML coding and graphic design
- Experience in a not-for profit organization or higher education institution is a plus.
- Global experience, working with multicultural teams and stakeholders is a plus.

### **REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

Professional qualities expected of the incumbent:

An ability to inspire confidence through mature leadership skills that demonstrate high levels of awareness, empathy, cooperation, humility and discretion.

An ability to understand ABET's values, organizational structure, processes and external positioning within the larger context of trends in higher education, accreditation and the technical professions.

An ability to anticipate and identify opportunities to advance ABET's values and brand in different environments and with a diverse set of stakeholders.

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An ability to articulate ABET's unique attributes, values and positioning through different channels, including owned media, earned media and paid media.

An ability to propose initiatives and projects that will result in significant impact within the organization.

An ability to deal decisively with constituencies, volunteers, and other staff members on a regular basis.

An ability to formulate and implement marketing policies and objectives, communications ideas, concepts, strategies.

An ability to manage multiple projects simultaneously.

Superior editing skills, including grammar, spelling and brevity appropriate to specific formats.

Demonstrated ability to work in a high-performing, quality-driven, team-based environment.

Effective negotiation skills.

Sensitivity to cross-cultural communication styles and practices and ability to adapt to the communication preferences of target audiences in specific geographic regions.

Proficiency with Microsoft office suite, including word processing, spreadsheet, presentation and data base application.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand; sit; reach with hands and arms; and stoop, kneel, or crouch.

Occasional travel including overnight stays may be required.

The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually quiet.

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