



## CAREER LADDERS - EXTERNAL RELATIONS (DTD)

### Communications & Marketing

#### Communications

Job Code	Job Title	Pay Plan Grade	FLSA Status	Job Summary	Career Ladder Program Type
0176	Assistant Vice President, University Relations	021	E	Provides strategic direction for the University of Houston Downtown's marketing, communication and media efforts, in accordance with the mission and vision of the institution. This leader directs the planning, development and implementation of a comprehensive, multi-faceted communication and marketing program to promote UHD's unique mission, enhance institutional visibility and support the strategic plan, while protecting and further developing the overall branding and positioning strategy for UHD.	Individualized
2700	Executive Dir, Communications	020	E	Provides strategic direction and support to expand positive media coverage, develop and build media relationships, and further overall university communication. This leader directs the planning, development, and implementation of a comprehensive, multi-faceted communication program.	Individualized
2233	Executive Director, Student Communications and Transition Programs	019	E	Directs and supports enrollment communications, project management for the Enrollment Management unit, and the transition of students from prospect to graduate.	Individualized
2250	Assistant Director, Executive Communications	016	E	The Assistant Director of Executive Communications supports the Office of the President. The Assistant Director manages executive communications for the University President, including letters, speeches, emails, newsletter articles, social media and other correspondence. This position collaborates on executive communication strategies that support the university's vision, mission, goals and objectives. The Assistant Director of Executive Communications produces high-quality professional communications that support the President's objectives and further enhances UHD's relationship with key stakeholders.	In-Range
2202	Manager, Communications	016	E	Oversees and manages all forms of communications and public relations for the university, including social media platforms and publications such as employee and alumni newsletters. The Manager writes articles and special messages for distribution to different audiences throughout the university.	In-Range
2650	Manager, Digital Communications	15	E	The Manger of Digital Communications will serve in the capacity as lead creative resource for visually representing our university's brand. Must interact with internal and external clients to understand needs, present creative concepts, and develop visual designs. External interactions will involve managing print, direct mail, digital advertising and agencies. This Manager will serve as a key brand ambassador in protecting and preserving brand guidelines. The	In-Range
2201	Manager, Graphic Design	015	E	The Manager of Graphic Design is an integral member of the marketing department for University Relations at UHD. This position provides creative guidance, shapes design direction, and creates designs from concept through production.	In-Range
3020	Manager, Projects, Compliance & Communications	015	E	Initiates and manages multiple projects with many degrees of complexity, from onset to close, to achieve project goals and outcomes. The Manager assesses, analyzes, researches, plans, and collaborates with relevant stakeholders on Compliance initiatives. The Manager develops, writes and edits all written public-facing HR communications, including website, executive, social media, blog, newsletter and video content.	In-Range
2209	Assistant Director, Enrollment Communications and Client Relations Management	015	E	The Assistant Director of Enrollment Communications and Client Relations Management (CRM) supports student enrollment through targeted, multi-channel, and timely communications. Through collaboration with Enrollment Management departments, graduate programs, and student support services, influence student behavior by creating	In-Range



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2133	Manager, Social Media	014	E	Responsible for enhancing Enrollment Management's online presence, reputation, and reinforcing the brand. The Manager is the liaison to the students and the UHD community via social media channels. The Manager is responsible for driving the online community growth and engagement, developing and curating the educational content, blogging, maintaining social media profiles, managing a regular posting schedule, responding to comments, and tracking analytics.	In-Range
2750	Manager, Photography and Multimedia	014	E	Manages, plans, and directs all photography and multimedia for the Division of University Advancement and University Relations and others as needed. The Manager works closely with multiple departments assisting staff and faculty across the university.	In-Range
4141	Graphic Designer	013	E	Conceptualizes and creates imagery for electronic, printed, and multimedia materials to enhance their communication and overall quality, while maintaining the university's aesthetic branding	In-Range

### Web and Publications

Job Code	Job Title	Pay Plan Grade	FLSA Status	Job Summary	Career Ladder Program Type
2104	Director, Web and Publications	017	E	The Director of Web and Publications directs strategy and procedures for print and digital marketing materials and web initiatives, including website marketing and project management. Works closely with staff to ensure	In-Range
4063	Coord, Web Support and Publications	014	E	Oversees social media sites, websites, and the production of marketing and promotional materials.	Pre-Defined
4212	Spec, Web Support and Publications	012	NE	Brings awareness about all departmental programs and services by designing, developing, updating and maintaining departmental web page(s) and various social media outlets, on-line forms and publications and may serve as photographer.	Pre-Defined
4010	Tech, Web Support and Publications	011	NE	Creates, updates, and maintains all marketing materials for digital, printed, and social media platforms.	Pre-Defined

### Marketing (D1C)

Job Code	Job Title	Pay Plan Grade	FLSA Status	Job Summary	Career Ladder Program Type
4008	Exec Dir, Marketing	018	E	Directs strategy and procedures for all marketing and web initiatives. The Executive Director directs the planning, development, and implementation of an integrated, multi-faceted marketing program to promote UHD's unique mission, enhance institutional visibility, drive enrollment and support the strategic plan.	Individualized
3886	Dir, Marketing	017	E	Serves as lead project manager for marketing campaign development, directing all marketing related activities.	Pre-Defined
3885	Manager, Marketing	015	E	Helps to build the university's brand awareness by developing and executing marketing strategies, crafting or overseeing promotional messaging and products, and making promotional materials available to the public.	Pre-Defined



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### University Advancement

#### Development

Job Code	Job Title	Pay Plan Grade	FLSA Status	Job Summary	Career Ladder Program Type
0157	Associate Vice President, Advancement	021	E	The Associate Vice President for Advancement (AVP) works collaboratively to develop, implement and achieve strategic plans for increasing private support. The AVP provides leadership and direction for major gifts with foundations and corporate entities and maintains excellent donor relations. The AVP is directly involved in the identification, cultivation, solicitation, and stewardship of gifts and communicates the mission and values of the	Individualized
2840	Executive Director, Advancement	020	E	Plans, organizes and directs major gifts programs for a broad portfolio of prospects, including individuals, foundations, and corporations. The Executive Director, Advancement works closely with university leadership in developing a comprehensive program that aligns fundraising with institutional needs.	Individualized
2839	Associate Director, Annual Giving	017	E	The Associate Director, Annual Giving is responsible for developing a data/metrics-driven program to identify, engage and solicit alumni via multi-channel strategies and lay an engagement/giving foundation for milestone events and beyond. The Associate Director leverages partnerships from across the university to garner philanthropy of all types in support of the university. The incumbent implements best practices for giving/engagement, creates compelling messaging pertaining to university priorities, and helps build university spirit/pride through intentional collaboration with stakeholders.	In-Range
2773	Manager, Annual Giving	016	E	Works to build the habit of charitable giving in the key audiences of alumni, faculty, staff, students, and friends of the University, to raise support to fund and improve the university.	In-Range
2205	Coord, Prospect Research & Stewardship	014	E	Proactively identifies new and high-level annual and campaign major gift leads and prospects (individuals, corporations, and foundations) in order to help secure funding for university initiatives and priorities.	In-Range

### Alumni & Events

#### Alumni

Job Code	Job Title	Pay Plan Grade	FLSA Status	Job Summary	Career Ladder Program Type
2273	Coordinator, Constituent Relations	028	E	Serves as a liaison between the internal and external Constituents of the university and the Alumni Department, the Events Department, and the President's Office.	Pre-Defined
2681	Director, Alumni Relations	018	E	Provides strategic direction for the University of Houston Downtown's marketing, communication and media efforts, in accordance with the mission and vision of the institution. This leader directs the planning, development and implementation of a comprehensive, multi-faceted communication and marketing program to promote UHD's unique mission, enhance institutional visibility and support the strategic plan, while protecting and further developing the overall branding and positioning strategy for UHD.	Individualized



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2944	Manager, Alumni Relations	014	E	The Manager, Alumni Relations works closely with the Director of Alumni Relations and support, organizes and executes alumni events, programs, and initiatives that promote and strengthen the bond between alumni and the University of Houston-Downtown. The Manager serves as one of the primary points of contact for both internal and external stakeholders, representing the Alumni Relations team through various forms of communication and engagement. The Manager also oversees event logistics and ensures the accuracy and completeness of alumni data records, while managing multiple projects simultaneously with ease.	Pre-Defined
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### Events

Job Code	Job Title	Pay Plan Grade	FLSA Status	Job Summary	Career Ladder Program Type
2456	Director, Events and Conference Services	016	E	The Director of Events and Conference Services is responsible for management organization and coordination of events and/or conferences sponsored by key constituents to include: administration, faculty, students, or community partners. The Director will manage the daily operations of event management and provide collegial leadership in a	In-Range
3883	Coordinator, Events	012	E	Coordinates and assists with university events to ensure that all relevant university policies are followed, and that a safe environment is provided for all in attendance.	Pre-Defined
5621	Events Assistant	009	NE	Assists in the coordination of events and activities. Responsible for the accuracy of constituent information in the event tracking system.	Pre-Defined