



POSITION ANNOUNCEMENT

Director of Marketing & Communication Full-Time

The Milwaukee Institute of Art & Design (MIAD) seeks a strategic, resourceful Director of Marketing & Communications, reporting directly to the President. The Director leads the college's marketing and communications efforts, including brand strategy, social media, print and web materials, media relations, and crisis communications, with a strong focus on enrollment goals and recruitment priorities.

Working in a collaborative, small-college environment, the Director develops and implements data-driven strategies that strengthen brand awareness, enhance MIAD's market position, and support enrollment. This hands-on leader supervises a Digital Content Manager and Graphic Designer, partnering with colleagues across campus to develop compelling content, deliver effective campaigns, and maximize the impact of MIAD's marketing investments.

Responsibilities include, but are not limited to:

1. Develop and implement comprehensive marketing and communications strategies aligned with institutional priorities, enrollment goals, and student recruitment needs.
2. Guide MIAD's brand identity and messaging across social media, MIAD's websites (main and auxiliary sites), print and digital publications, advertising, and other institutional communications.
3. Content creation: Oversee and participate in all marketing and communication content creation for the institution including, but not limited to: Website news stories, permanent articles, and navigation; MIAD's digital Hub; MIAD's annual viewbook and recruitment collateral; event promotion; photography and video; ongoing internal communications.
4. Partner with Enrollment Management to plan, execute and evaluate campaigns that engage prospective students and families and support enrollment targets.

5. Supervise, mentor, and coordinate the work of the Digital Content Manager and Graphic Designer; establish priorities, review creative work, and balance creative freedom with strategic objectives.
6. Serve as the primary media contact and institutional spokesperson in coordination with the President; develop timely, clear, and empathetic crisis communications with appropriate campus leaders.
7. Manage the departmental budget, vendors, and project resources; identify cost-effective approaches and assess campaign performance to guide investments.
8. Promote MIAD's academic programs, community programs, gallery exhibitions, and campus achievements to elevate the college's local and national profile.
9. Ensure messaging and visual materials reflect MIAD's values of Courage, Integrity, Kindness, Community, Innovation, and Inclusion and authentically represent its diverse campus community.
10. Serve on campus committees as assigned.
11. Perform other duties as assigned by the President or their designee.

Required Qualifications and Experience:

- Bachelor's degree in marketing, communications, public relations, design, or a closely related field.
- At least five (5) years of progressive experience in marketing or public relations, including leadership responsibilities.
- At least two (2) years of experience directly supervising creative personnel, including guiding graphic design work and social media strategy.
- Demonstrated experience developing and implementing integrated marketing campaigns that advance measurable organizational goals.
- Experience managing media relations and developing crisis communications under tight timelines.
- Experience managing departmental budgets and delivering effective creative work with constrained resources.

Preferred Qualifications and Experience:

- Experience in higher education, particularly a small specialty institution or art and design college, or in a nonprofit cultural organization.
- Experience developing enrollment-focused marketing campaigns and collaborating with admissions or recruitment teams.
- Experience with Wordpress (or similar), HTML and/or CSS.

Skills, Knowledge and Abilities:

- Excellent writing, editing, public speaking, and interpersonal communication skills, with the ability to adapt messaging for different audiences.
- Strong visual judgment and the ability to provide constructive feedback on design, photography, and other creative work.

- Ability to interpret campaign data, evaluate effectiveness, and translate findings into practical improvements.
- Strong project management skills, sound judgment, discretion, and the ability to respond calmly to sensitive or rapidly changing situations.
- Ability to collaborate across a close-knit campus community and demonstrate a commitment to MIAD's institutional values.
- Must have ability to maintain regular on-site presence.

Application Process and Deadline:

Qualified applicants should submit a single PDF document containing the following documents to: **search_dir_mark_com_group@miad.edu**

Please save the file in the following manner: [LastName_FirstName_Mark_Com.pdf]

- ✓ Letter of interest/cover letter
- ✓ Résumé
- ✓ Three (3) professional references (names and contact information)

Initial review of applicants will begin **November 16, 2026** and will continue until the position has been filled.

Work Authorization and Sponsorship

Applicants must be authorized to work in the United States without employer sponsorship. MIAD does not provide employment visa sponsorship for this position, either now or in the future, including sponsorship needed to continue employment after Optional Practical Training (OPT) expires. MIAD does not participate in E-Verify and cannot support employment requiring a STEM OPT extension.

Benefits and Employment Requirements

MIAD offers an attractive benefits package, including health, vision, and dental insurance. All final candidates must successfully complete reference and background checks. Only pending charges or convictions that are substantially related to the position being considered will be taken into account during the employment decision-making process. Conviction records that are not substantially related to the position or to campus safety will not be considered in hiring decisions.

About MIAD: For over 50 years, the **Milwaukee Institute of Art & Design (MIAD)** has provided a transformative creative education, igniting curiosity through art, design, and service. As Wisconsin's leading private, nonprofit art and design college, MIAD prepares students for diverse, fulfilling, and financially rewarding careers through innovative, entrepreneurial thinking in a student-focused community.

Today, MIAD enrolls over 800 students annually in its nationally ranked BFA programs, including Communication Design, Illustration, Animation Track (Illustration), Product Design, Fashion and Apparel Design, Fine Art + New Studio Practice, and Interior Architecture and Design. Student enrollment has grown 40% in the past decade, with a strong emphasis on innovation, empathy, and community engagement.

Beyond the classroom, MIAD fosters cultural experiences and community impact through robust youth programs, nonprofit partnerships, and corporate collaborations, strengthening Milwaukee's creative economy.

Looking forward, MIAD remains a dynamic educational and creative force, addressing broad societal needs through action, intention, and expression.

MIAD is committed to a teaching, learning, and working environment free from all forms of discrimination and harassment. The college prohibits students, employees, contractors, volunteers, and visitors from engaging in discrimination and harassment based on any individual's age, race, creed, color, disability, marital status, sex, national origin, ancestry, sexual orientation, gender identity, gender expression, genetic information, religion, arrest record, conviction record, military service, veteran status, use or nonuse of lawful products off MIAD premises during nonworking hours, and any other legally protected characteristic. This prohibition applies to all of MIAD's educational programs and activities—including admissions—as well as all employment actions, including but not limited to recruiting, hiring, promotion, demotion, compensation, and benefits.