



**Chief Marketing and
Communications Officer
Position Description**

The Opportunity

East Texas A&M University seeks an outstanding and experienced leader to serve as the Chief Marketing and Communications Officer. Responsible for setting the strategic direction for marketing and communications for East Texas A&M University, the Chief Marketing and Communications Officer will serve as both a strategist and catalyst for the university initiatives. The position reports to the President and has close working relationships with the members of the President's Executive Team and Administrative Council.



Duties and Responsibilities

- Serves on the Executive Team and advises the president and other senior administrators, providing thoughtful leadership on matters of marketing and public relations.
- Develops advertising programs consistent with overall university marketing plans to achieve brand awareness and enrollment goals.
- Responsible for generating content for written communications both internally and externally.
- Serves as the chief communications officer for the university when dealing with issues and matters reflecting the public image of the university and prepares executive communication when necessary.
- Manages the university's media relations, both proactive and reactive, and builds a reputation among media that East Texas A&M is a "go-to" source for expert comment on current news topics.
- Proactively develops and maintains communications planning and strategies that include media and government relations, crisis communications and implementation of new media technologies.
- Monitors competitive and industry media coverage; tracks public relations activities utilizing metrics to show evidence of positive results.
- Develops and articulates a vision for the brand to university stakeholders.
- Develops and manages budget to ensure alignment of priorities and expenditures.
- Develops a strategic integrated marketing plan to support the university strategic plan and oversees implementation.
- Responsible for internal advisory group development to support marketing and communication initiatives.
- Works closely with East Texas A&M colleges and divisions to assess needs and market programs based on overall initiatives.
- Manages the staff of KETR 88.9 and Marketing and Communications Services and provides professional development opportunities to serve the needs of the university.



- Manages agencies and contracted services and personnel as appropriate to support the work of the unit.
- Responsible for digital content and marketing tools such as website governance, development, and maintenance in coordination with the Chief Information Officer.
- Directs media planning and placement strategy including, but not limited to, TV, radio, out of home, print, digital, and other as required to reach target audiences.

Qualifications

Required:

- Bachelor's degree in applicable field or equivalent combination of education and experience.
- Eight (8) years of related progressive experience in communications, public relations, media relations, or related field. Excellent communication and human relations skills.
- Ability to multitask and work cooperatively with others.

Preferred:

- Master's degree in marketing, communications, public relations, and or a closely related field.
- Familiarity with brand management, media relations, and digital content strategy in an academic context.

About East Texas A&M University



At East Texas A&M University, lives are transformed! Established in 1889, the university proudly maintains a 136-year legacy of excellence and is the third-largest university in the prestigious Texas A&M University System. With locations across Dallas and surrounding regions, the university delivers 140+ academic degrees and serves approximately 13,000 students. In November 2024, the institution changed its name from Texas A&M University-Commerce to East Texas A&M University. This new name celebrates the East Texas heritage and connects the university to the communities it serves. East Texas A&M is a rapidly growing university, with a rising profile, making positive strides toward innovation and the future. Driving the ascending trajectory is the university's commitment to providing high-quality educational opportunities that prepare students for success, including students from low-income and first-generation backgrounds. Located an hour from Dallas, the university is becoming the school of choice for urban and rural Northeast Texas. Embracing a mission to transform lives, East Texas A&M has seen a 7% increase in overall enrollment. In 2025, East Texas A&M earned an "R2" research classification and is now recognized as a major research university. Students gain hands-on experience with modern facilities like a high-tech hospital simulation lab, a 1,300-acre research farm focused on sustainability, and new agricultural and wildlife research centers opening soon.

EAST TEXAS A&M BY THE NUMBERS

#1

Fastest-Growing Public
University in Texas in Fall
2023

\$12M

Awarded Annually
in Scholarships

89%

Alumni Working Full-
Time in Six Months

23%

Top 23% in the Nation for
Social Mobility

19:1

Student-to-Faculty
Ratio

41

States
Represented

59

Countries
Represented

The main campus, located in the city of Commerce, covers 2,094 acres. The new 8750 North Central Expressway location in Dallas invites an urban audience, for whom convenience and accessibility are important considerations.

Students work with world-class professors who dedicate themselves to excellence in teaching and research. The university maintains strong relationships with local industries to create relevant academic programs and valuable internship and networking opportunities that prepare career-ready graduates. As an Adobe campus, focus is given to digital literacy, with an approach to career preparedness that begins at the time of enrollment. Student success remains at the core of this university, offering students the opportunity to work with academic advisors, college life coaches, money coaches, and career navigators.

East Texas A&M aims to transform the lives of students, faculty, and staff. All enjoy the opportunity to continue their education and take advantage of professional development opportunities, such as the courses offered each semester through the Presidential Initiative, "Investing in Us." The Lion Athletics program recently joined NCAA Division I, competing in 14 sports. The university supports a thriving Greek system and more than 140 clubs and organizations. For more information, please visit www.etamu.edu.

Mission

East Texas A&M's mission is to transform lives by providing an accessible education in an environment where faculty and staff care and are dedicated to the success of all our students throughout their academic career. We empower our students, faculty and staff to become the best version of themselves by supporting their continuous development and growth. Fueled by our resilience, tenacity, and talents, we strengthen the rural and urban communities we serve. Innovation is the heartbeat of East Texas A&M, with career preparedness as a cornerstone of our educational mission. We are committed to ensuring our graduates are well-prepared for the challenges and opportunities that lie ahead. Through robust career exploration, internships, industry partnerships, and skill development initiatives, we bridge the gap between academia and the workplace.

Vision

As a premier institution of higher education in East Texas, we are a student-ready university. We lead in social mobility, achieving academic excellence in a wide range of traditional and

interdisciplinary programs and serve as a national leader in the advancement of competency-based education. We further knowledge through impactful research and creative activity that benefits the region we serve and beyond. Recognized nationally for our innovative spirit and unique rural-urban identity, we promote an environment where all are valued, providing access and opportunities to ensure student success, career preparedness, and professional development for all members of the university community.

University Strategic Goals

1. Ensure Student Preparedness
2. Elevate Research
3. Create a Welcoming Community
4. Align our Initiatives with Our Rural-Urban Identity
5. Modernize University Operations and Business Practices

For more information, please visit: www.etamu.edu/strategicplan

Marketing and Communications

The creative team builds university recognition through strategic marketing and communications. As brand ambassadors, the department protects and promotes East Texas A&M's unique identity and ensures that the university brand is presented to the world in a consistent, distinctive, and compelling way. The East Texas A&M brand is more than a logo. It is the feeling left behind when a prospective student heads home after their first campus tour or finishes a phone call with a financial aid counselor. It's each email response to a current student who needs help. It's the East Texas A&M personality as an institution and the quality and reputation of the educational experience the university provides. Simply put, it's the sum of every individual's perception and experience when they interact with East Texas A&M. Through press releases, ad campaigns, web communications, social media messages, and more, the Office of Marketing and Communications Services shines a light on the university and shows the world what it means to be an East Texas A&M Lion.

For more information, please visit: www.etamu.edu/marcomm

KETR – Public Radio for Northeast Texas

Since 1975, the primary function of this listener-supported, non-profit station has been to provide the community with news, information, ideas, culture, and citizenship that will benefit the community and



inspire it to grow, learn, and prosper. 88.9 KETR is a confluence of community, connecting individuals to each other and to the world through entertaining, informative, educational, and trustworthy content to stimulate and challenge the mind. 88.9 KETR provides access to invaluable hands-on learning for students to cultivate and foster excellence in broadcast and journalism. 88.9 KETR is proud to be an NPR member station, which means that the audience has nearly unlimited access to round-the-clock news coverage from NPR's 350+-member news staff, operating from NPR's 18 domestic bureaus and 17 international bureaus. NPR covers the nation and the world. As a member station, that coverage belongs to KETR and its listeners. For more information, please visit: www.ketr.org



About Commerce, Texas

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The city of Commerce is located in Northeast Texas, about 60 miles northeast of Dallas. With a population of 9,293, Commerce is a close-knit community of involved citizens. The city's historic downtown features family- owned boutiques, coffee shops and eateries. Commerce ISD's schools are close to the East Texas A&M campus. The region is peaceful and rural. Nearby cities Sulphur Springs and Greenville also provide appealing options for residential living. For those who prefer urban living, the city of Rockwall, a suburb of Dallas, is only 43 miles away. With an average temperature of 65 degrees and 234 days of sunshine, there is ample opportunity to enjoy outdoor relaxation at its best! There is plenty of room to roam at four parks and five lakes including [Cooper Lake State Park](#) which offers the opportunity to camp, fish, picnic, swim, boat, hike, bike, and more. The park encompasses 2,560 acres of land, and the fully stocked lake covers over 19,000 acres and provides a peaceful destination for all your outdoor recreation needs.



Nomination and Application Process

How to Apply

Lauren McCaghren and Denice Purdue with Greenwood Asher & Associates® are assisting East Texas A&M on this search. Applications and nominations are now being accepted. Application materials should include:

- A letter of interest that clearly states the applicant's qualifications for the position
- A current résumé/curriculum vitae

We strongly encourage submitting application materials as separate PDF attachments. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made. All application materials should be submitted through the Greenwood Asher & Associates e-mail at: EastTexasCMCO@greenwoodsearch.com. **For best consideration, please submit materials by October 14th, 2025.**

Nominations, inquiries, and questions regarding the application process should be directed to:

Lauren McCaghren

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(850)-797-0246

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East Texas A&M University is an Equal Opportunity/Veterans/Disability Employer.

This document represents the major duties, responsibilities, and authorities of this job, and is not intended to be a complete list of all tasks and functions. Other duties may be assigned. All East Texas A&M employees are expected to facilitate a work environment that encourages knowledge or, respects for, and ability to engage those of other cultures or backgrounds. This job description is not an employment agreement or contract. The University has the exclusive right to alter this job description at any time without notice.