



Job Description

Job Title:	Executive Director Marketing Services	Grade:	N
Department:	Community Relations and Marketing Services	FLSA:	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

The Executive Director of Marketing is responsible for the overall marketing efforts of the college, which serve to promote awareness of the college, attract new students, and strengthen the college's favorable reputation in the community. The Executive Director oversees the annual budget.

Characteristics Duties and Responsibilities:

1. Works with the Assistant to the President to develop a comprehensive marketing plan for the college including developing themes, identifying target audiences and media selection.
2. Supervises and leads assigned staff by setting goals, assigning tasks, managing work schedules and workloads, evaluating performance and making employment decisions including hiring and termination.
3. Works collaboratively with clients to ensure their projects align with the overall marketing goals of the college.
4. Oversees the planning, development and implementation of all marketing activities and strategic communication plans for clients.
5. Strategizes on brand marketing and initiatives to promote the college.
6. Works with the Director of Creative and Art Services to direct the creative process for marketing; seizes opportunities to extend the brand integration process beyond traditional materials into everyday college life and experience for the students.
7. Assists clients in defining needs and coordinates the use of market research tools; facilitates interpretation of research data.
8. Advocates the value of marketing to clients. Assists in defining the role of marketing and the need for external sources.
9. Develops and manages the assessment process for measuring audience impacts and media habits.
10. Manages the media placement strategy for the college. Works with staff to coordinate and maximize media placements for the College among individual campaigns, as well as enrollment and brand campaigns.
11. Assesses technology needs for marketing. Assists in the assessment of ongoing technology and media needs for print and online.
12. Creates an environment in marketing where high quality creative work is valued and celebrated.
13. Performs other duties as assigned.



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Reporting Relationships:

Direction Received:	Reports to Assistant to the President for Community Relations and Marketing Services
Direction Given:	Responsible for directing and monitoring the work of assigned staff

Minimum Requirements:

Bachelor's Degree from a regionally accredited institution in Marketing, Journalism, Communications or related field and 8-10 years of experience in a marketing management and staff management role

Knowledge, Skills, Abilities, and Worker Characteristics:

- Knowledge of marketing theories and practices
- Strategic planning ability
- Excellent communication and interpersonal skills
- Strong project management skills
- Knowledge in brand creation and management, print production and web integration
- Knowledge of basic budgeting and accounting principles
- Leadership and supervisory skills
- Client relationship building and management skills
- Knowledge of media buying and placement, and advertising environment
- Significant business experience in a creative environment

Working Conditions:

Typical Office Environment