

Position Description

Position Title: Director of Marketing

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| Organizational Unit: | Reports To: | Revision Date |
| Administrative | Senior Director of College Relations & Student Services | March 2020 |

Narrative General Description

The Director of Marketing will provide the leadership for strategic and tactical planning in the area of marketing for the college. The Director shall be responsible for placement of all advertising, press releases, and the coordination of all college promotional printing and digital media in order to support the educational and promotional needs of the College.

I. Functional Responsibilities

- A. Determine the funding priorities and direction of marketing campaigns while operating within the established departmental budgets. This includes the total expenditures of the department including ordering of supplies, advertising, etc.
- B. Negotiate, coordinate, execute and purchase advertising with sources including printing services, photography, video services and personnel within budget parameters.
- C. Creates, designs and assumes responsibility (and/or assign projects) for writing copy on written communications, press releases, announcements, newspaper advertisement, generic fact sheets, flyers, graphics, video services, photography etc. essentially any project which is designed to make a strong first impression and will have an impact on the college's public image or for any activity or function sponsored by the College.
- D. Prioritize, schedule, track, maintain project management information, and ensure the timely completion of Marketing Department projects.
- E. Assume responsibility for the standard of quality on all publications, projects and campus signage in order to support the educational and promotional needs of the College.
- F. Responsible for the institutional graphic standard manual which communicates one clear, consistent and unifying public identity to our audience.
- G. Collect and maintain information on all college activities, programs and athletic events to be used in college publications, press releases, social media, and Cable Channel 21.

- H. Identify and gather news material/content for electronic publications such as employee newsletter, KACCT newsletter, blogs, etc. Lay-out electronic publications in template and oversee distribution of product.
- I. Coordinate or execute marketing resources including printing services, photography, video services and personnel.
- J. Coordinate advertising for college events, student achievement in local papers and media coverage.
- K. Serve as the contact person with internal and external advertising agencies, printing services and designers which includes pick-up and delivery of all printed materials until the completion of the final product.
- L. Responsible for the development and assist with the writing, and editing of college informational pieces, i.e. catalog, master calendar, Foundation Annual Report, viewbook, student handbook, student recruitment brochures, admission application and forms, etc.
- M. Coordinate the development and/or prepare publications for community, staff, alumni and students including but not limited to the "Raven Review", Homecoming Calendar, Letterman's Newsletter, etc.
- N. Performs custom and specialized photography in-house or on location using a variety of still cameras and other photographic equipment; determines file type, camera setting, lighting requirements and other specifications to ensure quality shooting.
- O. Collectively work with the Senior Director of College Relations & Student Services to generate new ideas for marketing, public relations, social media content to drive a consistent, compelling and dynamic content that will build and sustain enrollment growth and public image.
- P. Provide cross training to all employee in the Marketing Department on all functional and departmental responsibilities. This includes but is not limited to photography, video, graphic design, and social media.
- Q. Assist with the training of employees on use of Smug Mug.
- R. Provide the vision for creating all promotional materials and supervise the design, layout, placement of print, and manipulation of photo files for all college materials.
- S. Responsible for the media and communications accountabilities involved with any special event/activity on CCC facilities such as the Annual Foundation Auction, Red Raven Holiday, etc.
- T. Collectively work with the Sports Information Director to coordinate media and communication initiatives for CCC athletics.
- U. Participate and be an active member in community and civic organizations.
- V. Actively recruit students making personal contact with students in order to meet the recruiting expectations for the Marketing Department.
- W. Assist with the planning, development, set-up, activation, tear down of college sponsored activities, student and community events, student recruitment and retention activities.

- X. Provide direction of social media that may impact current and potential students via text message service, Facebook, Twitter or other forms of mass communication.
 - Y. Responsible for the training of College employees and students on the effective and ethical use of electronic and social marketing related functions and sites.
 - Z. Serve as an administrator on all social networking pages related to the College and help manage social networking sites including CCC and ReDD.
 - AA. Teach courses as assigned. Depending on assignment, revise and update course material and content to keep program curriculum current.
 - BB. Serve on college committees as appointed.
 - CC. Attend and participate in commencement exercises in academic attire.
 - DD. Meet attendance expectations as required for the position which may include a willingness to work unusual hours including evenings and weekends as needed.
 - EE. Perform all other duties and/or projects as assigned.
- II. Supervises the following staff:
- A. Internal Communication Specialist
 - B. Communications and Graphics Specialist
 - C. Director of Digital Communications
 - D. Assigned Work-study students
 - E. Scholarship students
- III. Required knowledge, skills, and personal qualifications.
- A. Excellent communication skills both oral and written.
 - B. Excellent public speaking skills.
 - C. Self starter-ability to work independently with little supervision.
 - D. Within six months of the date of hire, required to maintain a physical place of residence within the CCC service area throughout their employment.
 - E. Demonstrated organizational skills in handling, directing and prioritizing multiple and complex assignments and projects.
 - F. Ability to work under pressure (deadlines).
 - G. Ability to work well with a diverse population.
 - H. Knowledge of marketing strategies and various media operations.
 - I. Ability to develop and maintain positive relationships with students, college employees and the public.
 - J. Knowledge of or the ability to learn Adobe InDesign, Photoshop, Illustrator or other design software. Knowledge of Premiere Pro is helpful.

- K. Analytical, creative and persuasive in writing ability.
- L. Ability to manage, analyze and report data effectively.
- M. Supervisory experience.

IV. Required Experience

- A. At least three years experience in education, business, marketing, communications, or public relations.
- B. Demonstrated ability in organizational skills.
- C. Strong background in publishing, writing, editing, media relations and advertising.
- D. Experience in budget development and administration.

V. Required Educational Background

Bachelor Degree is required. Master's preferred. Graphic Design, Communication, Marketing or related field highly desirable

Equal Opportunity Employment and Nondiscrimination

The College shall be an equal opportunity employer and shall not discriminate in its employment practices and policies with respect to compensation, terms, conditions, or privileges of employment because of such individual's race, color, religion, sex age, disability or national origin. Applicants requiring reasonable accommodation to the application and/or interview process should notify the Human Resources Department.