



Classification Description

Job Title: Director, Marketing & Strategic Communications

Pay Grade: 121

Job Code: 4197

FLSA Status: Exempt

Job Purpose

The Director of Marketing & Strategic Communications is responsible for overseeing professionals who handle various aspects of marketing, public relations, student communications, admissions communications, creative assets (including video and graphic design), social media, college branding, and media relations. This role is pivotal in shaping the College's image and reputation while effectively communicating with diverse stakeholders, including students, faculty, staff, alumni, and the wider community.

General Responsibilities

Essential Functions

Leadership and Team Management

Provides strategic direction and guidance to the marketing team.

Oversees the hiring, training, and performance evaluation of team members.

Fosters a collaborative and inclusive work environment that encourages innovation, creativity, and professional growth.

Allocates resources effectively to ensure the successful execution of communication and marketing initiatives.

Marketing and Brand Management

Develops and implements comprehensive marketing strategies to promote the College's programs, events, and initiatives.

Ensures brand consistency across all communication channels and materials.

Conducts market research to identify target audiences and develop tailored messaging and campaigns.

Monitors marketing trends and adapt strategies to maximize engagement and reach.

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Public Relations and Media Relations

Serves as the primary point of contact for media inquiries and develop relationships with journalists and media outlets.

Develops and executes media relations strategies to enhance the College's visibility and manage its reputation.

Prepares press releases, media kits, op-eds, and other relevant materials.

Handles crisis communications and manage issues that may arise.

Student and Admissions Communications

Develops and implements effective communication strategies to engage with current and prospective students.

Collaborates with Admissions teams to create compelling messaging and materials for recruitment purposes.

Oversees the development of informative and engaging content for College publications, websites, newsletters, and emails.

Ensures timely and accurate dissemination of important information to students and the wider College community.

Creative Asset Strategy

Supervises the production of high-quality creative assets, including videos, graphics, and multimedia content.

Collaborates with designers, videographers, and photographers to ensure visual consistency and effectiveness.

Oversees the management of digital and physical asset libraries.

Social Media Management

Develops social media content management plan.

Develops and executes social media strategies to increase the College's online presence and engage with various audiences.

Monitors social media channels, respond to inquiries and comments, and manage online reputation.

Analyzes social media data and metrics to optimize strategies and measure the effectiveness of campaigns.

Remains current on social media trends and updates policy changes, as needed.

Remains current on social media accessibility standards and ensures main College social media sites meet accessibility standards.

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Serves as an administrator on the main College social media accounts.

Editorial, Storytelling and Content Management

Oversees the content and production of College magazine and College newsroom/blog.

Collaborates with writers, photographers, designers, videographers and other contributors to create engaging and high-quality articles, features, and visuals for publication.

Manages the editorial process, ensuring the magazine's adherence to style guidelines, and maintaining the publication's overall tone and brand image.

Produces content as needed.

Presidential Communications

Crafts messages, letters, op-eds and talking points for the President for a variety of internal and external engagements.

Ensures consistency and alignment of messaging with the institution's values, goals, and brand identity.

Conducts thorough research and gathers relevant information to support the President's communication efforts.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree in Communications, Marketing, Public Relations, or a related field (Master's degree preferred).

Eight (8) years of full-time professional work experience in communications, marketing, public relations, or a related field, with progressively increasing levels of responsibility.

Strong leadership skills with the ability to motivate and manage a diverse team.

Excellent written and verbal communication skills.

Proficiency in digital marketing tools, social media platforms, and content management systems.

Experience in media relations and crisis communications.

Knowledge of graphic design, video production, and multimedia content creation.

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Familiarity with higher education institutions and the unique challenges and opportunities they face.

Ability to multitask, work under pressure, and meet tight deadlines.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

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Work Conditions/Physical Demands/Special Conditions

- Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.
- Environmental: Normal general office.
- Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: September 25, 2023.