



Classification Description

Job Title: Marketing Manager

Pay Grade: 117

Job Code: 4751

FLSA Status: Exempt

Job Purpose

The Marketing Manager serves as a key leader within Florida SouthWestern State College's Marketing and Strategic Communications department. This position is responsible for leading campaign development, overseeing the work of Marketing Leads and Marketing Associates, and contributing to department-wide strategy and planning. The Marketing Manager will develop and implement cross-channel marketing efforts that support enrollment, engagement, and institutional reputation. As a member of the leadership team, this position will also serve on the crisis communications team and assist in operational decision-making and team development.

General Responsibilities

Essential Functions

Manages marketing team members, providing mentorship, support, and performance guidance. Leads the development and execution of major institutional campaigns across digital, print, email, social media, and video platforms.

Partners with internal departments and academic schools to understand goals and create strategic marketing plans.

Oversees editorial planning, campaign calendars, and asset production workflows to ensure timely and brand-aligned execution.

Guides data-informed marketing practices by establishing KPIs and using analytics to optimize content and campaign effectiveness.

Collaborates with the Director of Marketing and Strategic Communications and the AVP of Marketing and Digital Strategies on strategic planning and team initiatives.

Contributes to crisis communications and rapid-response messaging, coordinating with institutional leadership as needed.

Works cross-functionally with creative services, enrollment, student affairs, and faculty stakeholders.

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Supports the professional development of marketing team members and ensures alignment with departmental processes and priorities.

Performs other duties as assigned, supporting the College's mission and strategic goals.

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 from a regionally accredited institution in Marketing, Communications, Public Relations, or a related field.

Five (5) years of progressive experience in marketing or communications.

Demonstrated experience managing complex, multi-channel campaigns and project workflows.

Excellent interpersonal, written, and verbal communication skills, with the ability to lead and collaborate across teams.

Proficiency with marketing and communication tools, such as CRM platforms, content management systems, email marketing tools, and analytics dashboards.

Strong organizational and problem-solving skills with a high level of attention to detail.

Experience in higher education or nonprofit marketing preferred.

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.
- Make presentations in front of various group sizes.
- 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.

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- 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.

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.
Travel:	Ability to travel between campuses. Travel requirements may also include other domestic or international locations.
Mental:	Routinely requires the ability to interpret, analyze and perform critical thinking skills. Work is fast-paced and deadline-driven; this person must be a self-starter who exhibits creative problem-solving and multitasking.

Approved: August 21, 2025.