

**Edison State Community College** invites qualified candidates to apply for the full time position of Director of Marketing and Communication. The Director of Marketing and Communication builds and facilitates the customer experience, brand purpose, external communication and marketing initiatives aiming to increase brand awareness and market share including enrollment. The Director of Marketing and Communication has ownership of growth strategies and is the impetus for the customer experience across all markets as it relates to the Edison State audience. The Director of Marketing and Communication is responsible for providing institutional leadership, planning and strategic direction for all marketing, media and public communication, branding, social media, social engagements, digital development, web, mobile, TV and advertising activities while managing consistency with the mission, vision, values, and goals of Edison State Community College.

To be considered candidates should include cover letter, resume, transcripts, and three professional references when completing their online application.

### **Edison State Community College is an EOE/AA Employer**

#### **Functional Responsibilities:**

- Marketing strategist overseeing appropriate institutional and programmatic brand identities within the market, developing and implementing communications targeted at internal and external audiences, ensuring alignment with college strategic plan and goals;
- Execute the college's marketing activities to achieve the strategic objectives and goals of an established marketing plan;
- Responsible for the effective use of marketing technology in various media and digital channels
- Organize effective, integrated marketing, advertising and public communication efforts in support of the Edison State brand(s) and identified strategic or tactical objectives;
- Develop and maintain consistent updated brand image and messaging across all marketing channels;
- Lead and drive collaboration among team members and stakeholders within the college by working closely with other departments to ensure alignment and achieve strategic goals;

- Stay updated on the latest marketing trends, technologies, and best practices by conducting market research to identify opportunities and challenges.
- Execute and evaluate market research and marketing impact reports to analyze the effectiveness of marketing campaigns and initiatives using data to make informed decisions and optimize strategies to which will be shared with upper management;
- Coordinate corporate external communication and public relations efforts;
- Serves as the primary media relations contact ;
- Facilitates emergency management communication ;
- Oversee the development of communication through social media functions and staff;
- Develop marketing production schedules and coordinates with Assistant Director of Marketing as needed.
- Build, facilitate and operate the marketing budget with emphasis placed on analysis of enrollment trends, college achievement data, department needs, and partnerships to correlate budget allocations.
- Collaborate with upper management to make high-level decisions regarding the budget and direction of the college.
- Collaborate closely with enrollment management, admissions, and academic departments to align marketing initiatives with enrollment targets and develop and implement integrated marketing strategies that support recruitment, retention, and overall enrollment goals.
- Other duties as assigned.

**Required Knowledge, Skills, and Personal Qualifications:**

- Exemplary written, oral communication and presentation skills;
- In-depth knowledge of corporate/brand marketing, communication and advertising techniques, trends and initiatives;
- Actively works with internal and external resources as needed to meet the needs of the institution.
- Knowledge and experience in developing effective strategic marketing, SEO and SEM marketing, print and digital marketing, radio, TV, external media communication policies, social media expansion, and AI;

- Superior strategic planning and organizational skills with a hands-on execution style, aligning and integrating marketing goals with the mission of the college;
- The ability to recognize, adhere and build on industry best practice ideas;
- Provides leadership in the design and production of all aspects of visual marketing;
- Working knowledge of the conduct and analysis of market and communication research;
- Knowledge and experience in one or more of the following skill areas:
  - Visual/ Graphic Design using Adobe Creative Suite, Microsoft Suite and Social Media platforms;
  - Perceptive usage of photography and videography;
  - Web design and CMS (content management software) knowledge;
- Successful writing skills;
- Effective supervisory and teamwork skills and experience.

**Required Experience:**

Minimum of 5 years of progressive experience in overall marketing, strategic communication, advertising and brand management, preferably in a not-for-profit setting. Experience in a higher education environment is highly desirable.

**Required Educational Background:**

Bachelor's degree in marketing, communications, journalism, or related field. Master's degree preferred.

**Supervises following staff:**

- Associate Director of Marketing Communications
- Web Administrator and Digital Media Design Coordinator
- Coordinator of Marketing and Communications Planner
- Marketing and Communication Specialist
- Student Workers including interns and volunteers as needed

The Director of Marketing and Communications will lead and manage the marketing team, providing guidance, mentorship, and cultivation to support team objectives.

**Other:**

Some evenings and weekends are required.

Must be able to travel as required.

Other duties as required.