

Saint Mary-of-the-Woods College
Job Description

Job Title: Director of Marketing
Supervisor: VP for Advancement & Strategic Initiatives
Appointment: Full-Time
Classification: Exempt
Updated: 5/15/2019

Summary

The Director of Marketing will provide strong leadership and strategic direction to the marketing initiatives of Saint Mary-of-the-Woods College, elevating the brand and moving forward the Aspire Higher strategic plan with a special focus on the enrollment growth of the institution. The director will develop and execute an integrated marketing and advertising plan for the College. This position reports to the Vice President for Advancement.

Responsibilities

- Responsible for creating, implementing and measuring the success of an integrated marketing and advertising plan that aligns with the institution's strategic direction and brand.
- Manages a team of talented professionals and oversees the advertising campaign, website, digital marketing, content generation, social media, creative services and research.
- Articulates and promotes the mission, vision and identity of Saint Mary-of-the-Woods College, while managing SMWC's brand and standards to ensure a consistent and unified identity.
- Coordinates marketing initiatives across the College to ensure consistency, working collaboratively with internal constituencies to ensure marketing initiatives align with strategic priorities.
- Responsible for achieving awareness among constituencies for the unique strengths, programs and accomplishments of the College's faculty, staff, students, and alumni.
- Responsible for analysis of performance metrics and assessments of all advertising campaigns to determine the effectiveness of the College's marketing strategy.
- Identifies opportunities for market research and tracks performance of marketing strategies for effectiveness and return on investment utilizing a variety of systems.
- Develops and oversees the department budget and negotiates contracts.

Qualifications

- A bachelor's degree in marketing. Master's degree is preferred.
- In depth knowledge and experience in marketing and advertising required with 8-10 years of professional experience. Experience in higher education preferred.
- Strong communications leadership, organizational, planning and analytical skills and demonstrate ability to solve problems.

- Ability to interpret data and respond to data with reasonable and well-thought out plans and strategies.
- Commitment to working with shared leadership and in cross-functional teams.
- Demonstrate successful experience in developing and executing marketing strategies.
- Experience in brand development and management, and a comfort level with new and emerging social, web and CRM technologies.
- Ability to multi-task and have experience fostering a collaborative, diverse and proactive team.
- Manage multiple projects simultaneously and creatively, thoroughly, and confidentially; work independently.

How to apply

You can apply online at www.indeed.com or send an email with your resume' attached to:

humanresources@smwc.edu

In the subject line, please indicate the role you are applying to, "Director of Marketing"