

## **Job Description**

**Job Title:** Director of Marketing & Communications

**Department:** Marketing and Communications

**Job Category/ FLSA Status:** Communications / Exempt

**Accountability:** President

**Authority:** Assigned Staff

### **Position Description:**

The Director, Marketing and Communications is responsible for stewarding the institutional branding and communications to achieve mission clarity with our students and prospective students and our donor and church community. This stewardship includes partnering with operational areas in the creation and production of marketing and communication materials to achieve one voice for the college, including the College website.

### **Major/Essential Functions:**

- This position will be responsible for planning, coordinating and carrying out the College's marketing, communications, public relations, and public information activities. Maximizing public and community awareness and support of the College's Biblically based education and mission.
- Develop and manage annual departmental program review including integration of units' plans and assessments with institutional planning and assessment initiatives.
- Monitor operational activities to meet goals, ethics and guidelines, and to ensure compliance with state and federal regulations, and accreditation standards.
- Assumes leadership in the development, implementation of plans, goals and objectives to facilitate the changes in policies, procedures and processes for continual quality improvement.
- Monitor operational activities to meet goals, ethics and guidelines, and to ensure compliance with state and federal regulations, and accreditation standards.

### **Duties/Responsibilities:**

- Provides leadership in developing and coordinating the public relations, public information and marketing efforts to enhance the image and community awareness and support of the College.
- Enhances the College's image expands public awareness and support of the College.
- Develops and implements written annual marketing, communication and public relations plan that promotes the College's Mission and Vision, and strategic pillars
- Develops CBS institutional distinctive priorities for universal use in all marketing and communications for both English and Spanish speaking audiences.
- Develops brand and standards metrics to assess results of strategies, penetration, capture and success rates.

- Plans and executes a comprehensive, pro-active program of promotion, publicity and media relations, reflecting the College's distinctive institutional priorities, through broadcast, print media, internet and social media.
- Coordinates with the VP's of Development and Student Services, or their designated representatives, to reach students and donors with marketing and communications support consistent with the prioritized institutional distinctives.
- Ensures that the CBS distinctives are consistent in all publications and online communications.
- Develops and manages a dynamic budget that supports the College's marketing, communications and public relations program.
- Manages the College website and works with content contributors to effectively present the CBS brand and to accomplish the implementation of innovative online marketing concepts.
- Manages the CBS Media.
- Manages the writing, editing and distribution of news releases and public service announcements.
- Manages the design and composing of brochures, press kits and other promotional materials at both the College level as well as for specific student and donor campaigns.
- Serves as coordinator of CBS personnel in interfacing with the media to provide the timely release of information that reflects the "personality" of the College.
- Manages the use of the College's logo in internal and external communications.
- Assists faculty and staff with marketing of special events.
- Provides technical expertise in Marketing Communications including developing and implementing prospect inquiry (lead tracking) systems.
- Prepares reports on the successes and failures of individual campaigns upon completion of each undertaking.
- Performs related duties as required.

**Qualifications:**

Required:

- Bachelor's degree from an accredited institution of higher education in journalism, marketing, mass communications, public relations and 3-5 years of progressive professional experience in marketing and communications or the equivalent.
- A demonstrated history of managing personnel and to working independently as well as within collaborative environments.
- Experience with web development, publications, e-communications, branding and marketing research and outcomes techniques and practices.
- Be a committed Christian and in good standing with a local church.
- Be in complete agreement with the doctrinal position of the college and able to sign its doctrinal statement without reservation.

Preferred:

- Master's degree from an accredited institution of higher education in journalism, marketing, public relations, mass communications and 3-5 years of progressive professional experience in College/University/ Postsecondary education Marketing, Communications and/or Public Relations.
- Bilingual in English and Spanish (speak, read, and write)

**Equipment/Skills/Knowledge needed to perform job (i.e., vehicle, MS Word, License, etc.):**

- Ability to collect, analyze and effectively use qualitative and quantitative marketing data.
- Ability to provide information in a variety of formats and media to promote the College to various individuals and entities from diverse backgrounds.
- Ability to lead, manage and work alongside staff and volunteers from diverse backgrounds in a team oriented environment.

- Excellent oral and written communication skills, including an ability to develop and make presentations to potential donors.
- Ability to work with and influence others to achieve operational requirements.
- Ability to work cooperatively as a member of a team.
- Ability to manage information system solutions and expansions to support the delivery of high quality and cost efficient services and communications.
- Ability to manage multiple projects simultaneously while achieving goals and objectives.
- Ability to work effectively under pressure and meet deadlines.
- Ability to assess problems, identify appropriate actions and communicate solutions to management, staff and student customers.
- Ability to present information in individual, group and public settings.
- Excellent writing, speaking and interpersonal skills.
- Proficiency using Microsoft Word, Excel and Outlook.
- Positive attitude and cooperative spirit.
- Diplomacy, poise, discretion and strong leadership and interpersonal skills.

**Measurable Expectations/Fiscal Responsibilities (i.e., quarterly reports, annual events, etc.):**

- Develop annual and long-range Communications, Marketing and Public Relations written plans.
- Develop and manage operation fiscal budgets within approved parameters.
- Develop measurable outcomes and produce associated results.

**Mobility/Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Employee must sit, stand and walk.
- Employee must talk and listen via face-to-face contact and telephone.
- Employee may be required to lift and/or move up to 35 pounds.

**Working Conditions/Environment (i.e., necessary travel, unusual hours, etc.):**

- Typical office environment.
- Flexible work hours are required.

**Security Sensitive:**

Statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, this job description does not establish a contract for employment and is subject to change at the discretion of CBS.

Believing that God values and calls men and women from every language, people and nation into His kingdom, CBS is committed to cultivating and maintaining an ethnically diverse educational and work environment that motivates and retains God's chosen individuals. CBS does not discriminate on the basis of race, sex, color, age, national or ethnic origin, veteran, marital status, or physical or mental disability in the administration of its employment policies except as such conditions may constitute bona fide occupational or assignment limitation.