

**Title:** Executive Director of Marketing and Communications

**Date:** October 2018

**FLSA STATUS:** Non-exempt

**Reports To:** President

**Job Summary:** The Executive Director of Marketing and Communications proactively leads a team charged with goals that support Cottey College's mission, vision, and strategic direction: to educate women to be contributing members of a global society through a challenging curriculum and a dynamic campus experience. The Executive Director will be responsible to use marketing technology and techniques to enhance and promote the College's visibility and reputation locally, nationally and internationally; to establish College policies, procedures and practices for strategic communication, crisis communication, and issues management; to foster long-term, positive relations with all College constituents; to work alongside Enrollment Management to develop and implement effective lead generation programs that reach the young women of the world seeking what Cottey has to offer; and Institutional Advancement to create marketing campaigns that will enhance constituent relations and support fundraising efforts.

**Duties and Responsibilities:**

- Provides strategic leadership, counsel and assistance to the president, vice presidents, faculty and staff in the areas of communication, marketing, crisis management and outreach, and serves as the College's key spokesperson.
- Acts as a key member of the senior leadership team and directs all aspects of the College's central communication efforts, including marketing, media relations, public information, online and digital communication, social media, website oversight, graphic design, photography and videography, stewardship of the brand, and development of messages that increase awareness and enhance the reputation of Cottey College programs and initiatives.
- Develops annual departmental goals and manages their progress and achievement
- Works closely with Enrollment, Institutional Advancement, Student Life, and Academic Affairs to develop marketing communications strategies that support the objectives of their academic programs and the institution's student recruitment goals
- Administers the College's branding/graphic design standards to ensure the power of the brand is fully leveraged and accurately applied
- Oversees design, content, analytics and search engine optimization of the College website ([cottey.edu](http://cottey.edu)) and related microsites
- Oversees development of the institutional messages and talking points for the print and broadcast media, and as appropriate, serves as the primary spokesperson for the media
- Develops and monitors annual budget in alignment with the College's Strategic Plan and in support of the College's marketing and communications activities
- Manages the work of digital agencies, photographers, videographers, freelance graphic designers, printers and related contractors
- Oversees support of the president with research, writing, editing, and dissemination of presidential communiqués including copy writing for on- and off-campus publications,

presentations, talking points, speeches, event briefings, and other communication as directed

- Responds in times of institutional crisis according to the College's crisis management plan
- Assists with special events planning, as needed
- Serves on committee and workshop groups, as assigned
- Additional tasks and areas of responsibility, as assigned by the president
- Evening and weekend hours required, as needed

**Knowledge, Skills and Abilities** - The Executive Director will have demonstrated experience in:

- Complex, concurrent project management
- Problem solving
- Creative and strategic thinking
- Ability to work up, down and across and organization
- Digital marketing tools and concepts (marketing automation, CRM, Inbound marketing, content marketing, data analytics, social media management, etc.)
- Making data-driven decisions
- Exercising good judgment with confidential information
- Strong work ethic
- Curiosity and a passion for advancing and promoting women's education

**Communications** – The Executive Director will have demonstrated experience in:

- Exemplary oral and written communication skills
- Knowledge of higher education issues
- Crisis communication management

**Management** – The Executive Director will be responsible to:

- Supervise the Director of Public Information and other employees as added to the marketing team
- Make assignments, set priorities and provide performance reviews annually
- Provide consultation services to many campus and community constituencies
- Develop and manage the Marketing and Communications budget
- Manage contracts with consultants, freelance agencies, printers and all other service providers, as necessary

### **Organizational Relationships**

Reports to president and is in contact with students, co-workers, faculty and campus staff, media representatives, and other off-campus publics on a daily basis.

### **Education/Experience**

Bachelor's degree or higher required with 5 or more years in Marketing required. Three or more years of experience in higher education communication management, preferred.