

Job Description

Position Title: Director, Marketing

Job Family: Marketing & Communications

Job Type: Director

FLSA Status: Exempt

Salary Grade: 09

Position Summary:

The Director of Marketing develops strategy and implements tactics to encourage applications to the College. The Director of Marketing builds awareness of College credit and non-credit programs through traditional and digital marketing channels. The Director of Marketing also sets objectives and measures, creates communication materials, and advises and ensures College branding, marketing, and communications are aligned to the strategic plan.

Essential Duties and Responsibilities:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Develops and executes comprehensive digital and traditional marketing strategies to drive brand awareness, engagement and enrollment growth.
2. Oversees the planning, execution and optimization of digital marketing campaigns across various channels, including SEO/SEM, display advertising, social media, email, text and content marketing.
3. Utilizes data analytics, AI and insights to drive decision-making and continuously improve campaign performance and ROI.
4. Manages relationships and budgets with external agencies and vendors to ensure quality, efficient and timely delivery of advertising and marketing services.
5. Utilizes a high degree of innovation and creativity to develop effective online, electronic and print ads, collateral, direct mail/email, web, and video strategies to reach target audiences.
6. Aligns all external messaging with the PCC brand, website strategy, social media strategy and PR strategy, in collaboration with the Vice Chancellor for External Relations.
7. Leads, mentors, inspires and supervises a team of marketing professionals, fostering a culture of collaboration, innovation, and excellence.
8. Collaborates closely with Executive Leadership Team, Deans and Directors on marketing tactics and strategies to promote College programs and initiatives.
9. Ensures brand consistency across all PCC communications channels; providing guidance to internal and external stakeholders on how to properly use the PCC brand (name, logos, images, etc.).
10. Develops and manages the marketing budget, ensuring optimal allocation of resources to drive marketing initiatives and meet student recruitment goals.
11. Performs all other duties and responsibilities as assigned or directed by the supervisor.

Knowledge, Skills, and Abilities:

1. Knowledge of business management and fiscal practices
2. Knowledge of regulatory compliance principles and practices
3. Knowledge and application of organizational and time management principles
4. Knowledge of principles and methods for promoting programs and services
5. Knowledge of internal and external customer service principles and practices
6. Knowledge of project management principles
7. Skill in analyzing data and drawing conclusions
8. Skill in budget/resource management
9. Skill in effective communication (both written and oral)
10. Skill in independent decision making
11. Skill in people leadership and supervision
12. Skill in performing a variety of duties, often changing from one task to another of a different nature
13. Skill in problem solving
14. Skill in program development and process improvement
15. Skill in public speaking
16. Ability to adapt and maintain professional composure in emergent and crisis situations
17. Ability to apply analytical and critical thinking skills as well as draw conclusions and prepare accurate reports of results
18. Ability to develop and maintain effective and positive working relationships

Supervision:

- Supervises work of other supervisors/managers, including planning, assigning, scheduling, and reviewing work, ensuring quality standards. Is responsible for hiring, terminating, training, and developing, reviewing performance, and administering corrective action for staff. Plans organizational structure and job content.

Independence of Action:

- Results are defined; employee sets own goals and determines how to accomplish results with few or no guidelines to follow, although precedents may exist; supervisor/manager provides broad guidance and overall direction.

Competencies:

Competencies are the actions and behaviors that can be observed as to how work gets done that supports the College's values and strategic objectives.

- Organizational Culture: Position provides an opportunity to impact the organizational culture of Pima Community College by both acknowledging the College's past and helping to chart its future.

- Governance, Institutional Policy, and Legislation: Position allows for impacting the guidelines that determine how the College operates.
- Student Success: Position allows the opportunity to support student success as well as improve access and retention.
- Institutional Leadership: Position provides the opportunity to provide leadership across the institution. Leading by example and supporting team building.
- Institutional Infrastructure: Position allows for taking part in the development of foundational aspects of the College, including the establishment of a strategic plan, financial and facilities management, accreditation, and technology planning.

Minimum Qualifications:

Candidates/incumbents must meet the minimum qualifications as detailed below.

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, or a closely related field of study required.
 - Master's degree in Marketing, Communications, Public Relations, Journalism or a closely related field of study preferred.
 - Five (5) to eight (8) years of related experience in marketing required.
 - More than eight (8) years of related experience in marketing, social media, and data analysis preferred.
 - Three (3+) years of supervisory experience required.
- OR An equivalent combination of certification, education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the key duties and responsibilities of this job. **Reasonable accommodations may be made to enable individuals with disabilities to perform critical tasks.**

- **Environment:** Work is performed primarily in a standard office environment with staff contact and frequent interruptions.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in an standard office setting; to remain in a stationary position for prolonged periods of time; to occasionally position self to perform duties; to move, transport, and/or position objects of light to moderate (up to 20 pounds) amounts of weight; to operate office equipment including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to effectively communicate to exchange information.
- **Vision:** Ability to see in the normal visual range with or without correction.
- **Hearing:** Ability to hear in the normal audio range with or without correction.

Special Conditions of Employment:

- Pre-employment Background Check Required
- Works some evenings and weekends