

JOB DESCRIPTION



Position Title: Assistant Dean of Marketing, Communications, and Advancement

Department: Enrollment Management

Employment Category: Exempt Staff

Primary Location: District-wide
Based on Sierra Vista Campus

FLSA Classification: Exempt
Remote Work Eligible: No

Parameters: Full-time; 12 months/year

Pay Grade: EX15

Position Summary: The Assistant Dean of Marketing, Communications, and Advancement is responsible for the creation, development, coordination, and implementation of comprehensive marketing strategies to communicate the college's brand and identity to its various constituencies and ensure the college's community, regional, state, and national presence.

Essential Functions: As defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

Duties and Responsibilities: Within the scope of college policies and procedures, this position:

- Creates and implements strategies for the intentional communication of college programs and initiatives through the collaboration with deans, faculty, and staff to coordinate support services and integration of students to the college
- Oversees the branding and identity of the college's programs and promotes them using a full range of marketing and promotional techniques and strategies, including web, email, publications, social media, direct mail
- Oversees marketing functions, internal and external communications, media, public relations, and special events in support of the college's strategic initiatives and enrollment goals
- Oversees social media outreach strategy using effective measures by employing key outlets, including Facebook, Twitter, Snapchat, etc., and text messaging, and in new outlets as needed to ensure minimal cost per lead and cost per enrollment
- Oversees editorial design, production, direction, and distribution of the college's marketing materials and TV/radio programming to ensure and promote content integrity, compliance, and relevance with the institution's goals in mind
- Oversees vendor relationships, including advertising agencies, public relations firms, and printing vendors, to ensure marketing spending and efforts are within budget and ensure the college receives the exposure it has purchased
- Oversees website strategy, including enhancements, portal updates, online orientations, student testimonial postings, and press release archives
- Develops and executes internal and external communications plans to enhance the institutional missions, programs, student enrollment
- Develops analytics, metrics, and dashboards around key measures of effectiveness of the marketing efforts
- Establishes, nurtures, and maintains positive, external relationships with individuals, businesses, and community-based organizations that support institutional goals including public and government relations.
- Reviews, maintains, and evaluates the budget for the marketing functional area
- Attends relevant trainings and professional development opportunities
- Possesses and conveys a positive, motivational, and inspirational attitude to department staff, emphasizing a collaborative culture and work ethic by providing a caring and supportive environment

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Participates in college-wide, department, and committee meetings and may represent the college at state, regional and national conferences, events, and/or committees
Perform related duties as assigned

General Expectations: Employees are expected to accomplish assigned duties in an efficient, effective and competent manner and to strive for improvement and excellence in all work performed. Additionally, employees must understand the comprehensive role of the community college and cooperate and work harmoniously with students, faculty and staff, and the public. Employees will follow all college policies, rules, regulations and guidelines as they relate to this position.

Education and Experience Requirements:

Bachelor's degree in related discipline from an institution accredited by an institutional accrediting body of higher learning recognized by the US Department of Education, AND
10 years' experience, including three years' experience in a management/supervisory role, preferably in a higher education environment

OR

Master's degree in related discipline from an institution accredited by an institutional accrediting body of higher learning recognized by the US Department of Education, AND
Five years' experience, including three years' experience in a management/supervisory role, preferably in a higher education environment

An equivalent combination of education and/or experience from which comparable knowledge, skills and abilities has been achieved may be considered.

Knowledge, Skills and Abilities:

Knowledge of and ability to follow college policies and procedures
Knowledge of current technologies and word processing, database, presentation, and spreadsheet software, specifically Microsoft Office applications
Knowledge of management practices and principles
Skill in listening to issues, synthesizing information, and reaching sound conclusions
Skill in presenting ideas and concepts orally and in writing
Skill establishing and maintaining effective working relationships with other department staff, faculty, students and the public
Skill in supervisory practices and techniques
Ability to communicate effectively, verbally and in writing, and to relate to others in a professional, helpful manner
Ability to relate to a diverse population and to maintain composure when faced with difficult situations
Ability to organize, prioritize, and follow multiple tasks through to completion with an attention to detail
Ability to work independently while contributing to team environment
Ability to effectively identify, analyze and resolve problems, to use independent judgment and decision-making processes to take appropriate action, and to maintain strict confidentiality related to sensitive information
Ability to establish and maintain effective working relationships with other department staff, faculty, students and the public
Ability to inspire values, vision and strategy
Ability in hiring, developing, and retaining smart, adaptable and skilled people
Ability to foster a culture of communication, consultation and commitment
Ability to nurture creativity through experimentation, imagination and innovation
Ability to maintain transparency and shared governance

In addition, it is envisioned the incumbent shall have:

- A passion for learning and students

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- An ability to articulate the value of higher education
- A broad understanding of most all aspects of higher education

Work Environment: Work is primarily performed under general supervision in a typical office setting with appropriate climate controls. Travel is required. Occasional early morning, evening, and/or weekend work is required. May be required to be available for after-hours emergency response duties as a member of the emergency response team.

Physical Requirements: Essential functions of this position require lifting, manual dexterity, ability to communicate.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body; involves sitting majority of time; walking and standing are required only occasionally and all other sedentary criteria are met.

Mental Application: Utilizes memory for details, verbal instructions, emotional stability, critical thinking, adaptability and creative problem solving skills are important.

Reports to: Executive Dean of Community Engagement

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.