Position Purpose
The Regional Marketing Director provides leadership, direction and oversight of marketing and outreach for the CT State Community College region and its campuses. The position is charged with implementing comprehensive marketing strategies and public relations in alignment with the CT State Community College mission, vision, principles and values, and with successfully executing these strategies in an evolving, diverse and complex environment.

Supervisory and Other Relationships
The Regional Director of Marketing reports directly to the CT State Community College (CT State) Director of Communications and Strategic Marketing, but also will work closely with the Regional President or his or her designee overseeing day-to-day functions. The position will supervise a Regional Marketing Associate, support staff and/or student workers and may oversee contracted marketing work.

The incumbent has substantial cooperative and collaborative relationships with CT State administration, staff, faculty and alumni. The incumbent is expected to represent CT State in a positive manner and to collaborate with academic and student services departments to recruit and retain students.

Primary Duties
The Regional Director of Marketing is accountable for publicizing the campuses within the Region to external and internal audiences, facilitating the flow of useful statewide information and contributing to a positive image for CT State. This is accomplished through effective performance in these essential duties:

- Direct activities at the regional and local level to support the implementation of the CT State strategic marketing plan. Collaborate with the CT State Director of Communication and Strategic Marketing on the development thereof.
- Manage regional and local marketing and public relations, including official social media accounts and content calendars.
- Serve as a spokesperson for the region and campuses, collaborating with the CT State Communications & Strategic Marketing Director and Regional President. Develop and distribute media alerts, press releases and other content. Assist in the distribution and follow up/tracking of CT State communications. Maintain relationships with regional media and continuously seek out innovative opportunities and messaging strategies.
- Manage a regional marketing budget.
- Track activities as necessary including updates to social media and digital platforms, photography, graphic design, written content, local media buys, event planning and other services for campuses within the region.
- Provide counsel to the Regional President, CEO’s and other leadership on executive communications and assist staff and faculty to achieve consistent presentation of CT State by utilizing CT State brand standards, templates, logos/emblems and style guidelines.
- Collaborate with critical personnel in areas such as Institutional Advancement, Continuing Education & Workforce Development, Business & Industry, and student and alumni organizations to provide creative services and strategic messaging and to develop measurable goals and outcomes.
• Collaborate and share creative resources with two additional Regional Marketing Directors for effective dissemination of information on systemwide shared services that impact each campus including Admissions, Financial Aid and Guided Pathways Advisement. Collaborate with campus and regional leadership to maximize utilization and outcomes.
• Collaborate with Admissions on recruitment tactics and community relations, providing strategic support that aligns with the CT State brand and tactics.
• Serve as liaison to faculty, staff, students and alumni in order to develop a pipeline of testimonials, success stories and student ambassadors.
• Provide support for event planning both on and off-campus, including visits by college and/or state & federal executive or legislative VIPs.
• Prioritize diversity, equity and inclusion in outreach materials and activities by including representation, reach and engagement to persons of color, persons with disabilities and LGBTQ communities.

Professional Participation and Development
In addition to the accountabilities listed above, the Regional Director of Marketing is required to carry out the essential duties of:

• Service on assigned committees and task forces;
• Attendance and participation at committee, staff, informational and professional meetings.
• Attendance and participation at convocation and commencement ceremonies;

All of these may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain expertise and competencies including required technological skills. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

Qualifications
Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.)
Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

• Professional practice of marketing, public and media relations;
• Copy writing, content management, design and print production oversight;
• Project management & supervising staff;
• Strong digital literacy skills;
• Event planning.

These skills and abilities typically are acquired through a combination of education, experience and training which would include a Bachelor’s degree in an appropriately related field together with from one to four years of related experience; or a combination of education, experience and training which would lead to the competencies required for successful performance of the position’s essential duties.

Work Environment
The position’s work normally is performed in such locations as offices, graphics and print shops and places where the public may assemble. The position’s work requires the incumbent to travel to such locations as television and radio stations, newspaper offices and printing plants as well as to locations for college and public events. Reasonable accommodation will be made for incumbents and candidates with physical limitations.