



**Connecticut State Community College
Job Description
Senior Director of Strategic Marketing**

Salary Grade:
CCP 21 (Subject to Willis)

Date Approved/Revised:
Rev 1. 8/24/23

Position Purpose

The Senior Director of Strategic Marketing is responsible for the development of a comprehensive program of marketing and public relations for the college and oversees the day-to-day operations of the department to implement strategies and tactics in alignment with Connecticut State Community College's strategic goals. They are responsible for operations including budget development and tracking, project planning, work assignments and tracking, and implementation of annual and semester-based marketing plans. The Senior Director provides leadership, direction, and oversight to ensure that marketing is being executed to support the mission, vision, principles, and values of CT State.

Supervisory and Other Relationships

The Senior Director of Strategic Marketing reports directly to the CT State Community College (CT State) Associate Vice President of Communications and Strategic Marketing and supervises staff that includes the directors of Creative and Publication Services, Digital Marketing, and Media and Public Relations, and works closely with the Director of Organizational Communications. The position will also supervise an administrative support position and other support staff, student workers and contractors as needed.

The incumbent has substantial cooperative and collaborative relationships with CT State administration, staff, faculty, and alumni, both at the central office and on the campuses. The Senior Director is responsible for high-level decisions and for leading a team.

Examples of Duties

The Senior Director of Strategic Marketing is accountable for department operations and oversight to ensure that activities and the investment of resources is helping to achieve the college's enrollment goals and promoting a positive image of Connecticut State Community College. This is accomplished through effective performance in these essential duties:

- Lead the development of a CT State strategic marketing plan and oversee implementation.
- Devise and implement policies and practices that ensure the effective and efficient operation of the Marketing Department including, but not limited to, quality control, calendaring and messaging, review and approval processes, and editorial and brand guidelines.
- With the Director of Digital Marketing and the Director of Media and Public Relations, develop a coordinated and comprehensive paid advertising plan using both digital and mainstream advertising.
- Develop and manage the marketing and advertising budget in support of college and campus goals and objectives.
- Contract with marketing agencies, freelancers and other production contractors and oversee their work.
- Approve and track expenditures and advise the AVP of Communications and Strategic Marketing on the CT State marketing budget.
- Track requests for marketing support, assign as needed, track activities and outcomes.
- Direct the writing, editing and production of advertising for print, television, radio and digital; website design; social media; publication planning and design; and production of marketing and public relations collateral materials to inform external audiences about college and campus programs and services, and in service of strategic goals, particularly enrollment.
- Serve as chief copy editor.

- Provide counsel to the AVP of Communications and Strategic Marketing on executive communications.
- Collaborate with critical personnel in Enrollment Management (specifically Recruitment & Outreach), Institutional Advancement, Student Affairs, Workforce Development and Continuing Education and Diversity, Equity and Inclusion to provide creative services and strategic messaging and to develop measurable goals and outcomes.
- Develop ROI analysis methodologies to track effectiveness of marketing strategies and investments.
- Work with the Director of Creative and Publication Services to conceive creative campaigns, collateral and other strategic packages needed for marketing operations.
- Organize cross-unit communications and marketing/branding efforts into a cohesive, institution-wide strategic messaging and activities that reach key audiences including high school students, families, adult learners, international students, ESL students, DACA and other key constituencies.
- Review competitor research on messaging, targeting, demographics, etc. in order to position CT State more competitively.
- Benchmark marketing, branding and PR activities against exemplars in higher education as well as other industry sectors.
- Organize and conduct routine Marketing department and function meetings.
- 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.
- With staff, create a program of continuous improvement and professional development.
- Continuously review and improve slate of paid and unpaid marketing and public relations tools, with input from staff

Professional Participation and Development

In addition to the accountabilities listed above, the Senior Director of Strategic 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.

These may involve attendance at evening or weekend events, within contractual limits. The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies through professional development or other self-directed means of skills training and acquiring knowledge of emerging technologies, developing knowledge bases and trends in marketing and higher education. 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;
- Budget development and oversight
- Professional development
- Project management and staff supervision;
- Quality control
- Digital literacy

These skills and abilities typically are acquired through a combination of education, experience and training that would include a Master's degree in a relevant field together with from 4-7 years of related experience, that includes two to four years of supervisory 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, as well as places where the public may assemble. The position's work requires the incumbent to travel to such locations as media outlets and vendor offices. This position may be assigned to the college office or a campus location. Reasonable accommodation will be made for incumbents and candidates with physical limitations.