



JOB TITLE: Marketing Director
DEPARTMENT: Marketing
SUPERVISOR: VP Revenue Operations
FLSA STATUS: Exempt

MAJOR PURPOSE:

The Marketing Director will oversee, coordinate, and direct the development of marketing strategies and campaigns for the University for all campus locations, including Online. The Marketing Director must be able to lead a team of writers, designers, and campaign managers to interact with stakeholders regularly. The Marketing Director also requires a deep understanding of personas, profiles, and modern branding, as well as a drive to deliver solutions that make a difference.

This position is typically 80% on campus, with some remote work opportunities, and is required to be available for on-campus meetings, team collaboration, and other needs.

The pay range for this position is generally: \$75,000-\$85,000. Individual pay is generally determined by a number of factors including job-related skills, experience, relevant education or training and location.

ESSENTIAL FUNCTIONS:

- Lead development of marketing strategy by working closely with stakeholders, executives, creatives, content providers, and university partners to create effective plans focused on growing the audience for the brand
- Manage conception, development, and implementation of marketing plans and strategy, product concepts, and promotional programs to drive stakeholder interest and enrollment growth
- Analyze target market information to identify and recommend effective marketing approaches
- Lead the execution of marketing campaigns, including test and control group segmentation, testing, tracking, results reporting, qualitative and quantitative analysis, and provide recommendations
- Maintain communication with stakeholders to manage pipeline/requests, resolve challenges, and brainstorm solutions
- Collaborate with senior executives to develop new marketing campaigns
- Forecast, draft, implement, and oversee the Marketing operating budget
- Recruit, interview, hire, and train staff in the department
- Oversees the daily workflow of the department
- Provides constructive and timely performance evaluations
- Performs other related duties as assigned

QUALIFICATIONS:

EDUCATIONS:

- Minimum BA level degree or equivalent experience in a related field
- Bachelor's degree in Business Administration, Marketing, or related field required; Masters degree preferred.

EXPERIENCE

- At least five years of experience in marketing and long-range planning required.

- Proven marketing leadership experience managing a team of marketing professionals
- Experience successfully setting priorities with limited resources and in collaboration with multiple organizational leaders
- Experience with innovative media channels including web and social Understanding of the Higher Education Market preferred
- Proficient with modern technology platforms including, but not limited to Microsoft Office, Google Workspace, Adobe, and Smartsheets

SKILLS/ABILITIES:

- Understanding of all functions of marketing including brand planning, design, campaign management, and reporting
- Ability to create and implement significant programs in a complex organizational setting
- Excellent verbal and written communication skills
- Thorough understanding of market developments
- Thorough understanding of marketing strategies and practices
- Excellent interpersonal and customer service skills
- Excellent organizational skills and attention to detail
- Strong analytical and problem-solving skills
- Strong supervisory and leadership skills

WORKING ENVIRONMENT:

The employee agrees to promote the values and mission of William Jessup University as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

WORKING CONDITIONS:

The employee is regularly in a typical, air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors. There are no hazardous or significantly unpleasant conditions.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, crouch, and kneel. Frequent and regular repetitive movements are required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 20 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description are intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not

intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that to perform this job successfully, I must be able to perform the essential duties with or without accommodation. If I am requesting any reasonable accommodations to perform my job, I must immediately inform my supervisor or Human Resources.

Employee Signature

Date