



COMMUNITY COLLEGE  
OF RHODE ISLAND

Division of Institutional Equity and Human Resources

POSITION DESCRIPTION

<b>TITLE</b>	Manager, Strategic Marketing and Advertising
<b>POSITION NO.</b>	501006
<b>LOCATION</b>	Warwick
<b>REPORTS TO</b>	Director Marketing and Communications
<b>GRADE</b>	PSA 14
<b>WORK SCHEDULE</b>	Non-Standard: 35 hours per week; evening and weekend; additional hours required. Will require travel between campuses.
<b>SUPERVISION</b>	Part-time marketing staff, support staff, interns, student workers
<b>REVISION DATE</b>	November 2019

---

**JOB SUMMARY:**

Serve as the primary marketing strategist and manager for the college's strategic enrollment goals. Strategize, create, implement and manage targeted recruitment and retention campaigns that align with the college's enrollment goals and strategic plan. Assist the Director of Marketing and Communications in marketing and advertising initiatives for the college. Implement and deliver integrated marketing communications via traditional and digital technologies that support the recruitment and retention of students. Identify marketing challenges and opportunities and recommend strategies for marketing college-wide efforts that serve to enhance and strengthen the college's mission. Coordinate market research activities and monitor marketing and branding data outcomes to ensure coordination of efforts. Work with the Marketing & Communications office team and Information Technology staff to support electronic communications and marketing functions.

**DUTIES AND RESPONSIBILITIES:**

- Strategize, create, develop, implement, and manage extensive, targeted recruitment and retention campaigns that align with the college's strategic enrollment goals. Act as the point person for Enrollment Services in managing and coordinating weekly recruitment, retention and completion campaigns, including scheduling, marketing and messaging strategy, implementation and outcomes tracking that aligns with the college's strategic enrollment goals. Partner with Admissions and Enrollment Services on recruitment efforts and campaigns.
- Develop internal and external recruitment and retention advertising strategies and coordinate media buying with a focus on ROI analysis and increased student engagement. Lead creative development of advertising concepts and creative assets for multi-media projects, including traditional media channels (TV, radio, print, billboards) and new media platforms. Work with graphic designer in the development of visuals for advertising campaigns. Write marketing copy for both print and digital advertising. Lead on-time delivery of all creative assets to media buying partner.
- Lead creative direction on all video and photography shoots to ensure alignment with the college's brand and visual standards as well as project concept and goals.
- Manage integrated marketing campaigns that positively increase the college's brand and align with the college's strategic plan. This includes creating targeted messages for internal and external stakeholders and utilizes communications tools such as segmented email marketing, social media, advertising, text messaging, the college's website and use of on-campus digital channels.
- Draft, create, and execute internal marketing campaigns, collateral, and messaging within the college. Serve as lead branding and marketing advisor for all departments within the college, with first priority for Enrollment Services and Admissions. Serve as project manager for all internal marketing and promotion requests that are received by the department.
- Establish and maintain a consistent and effective college voice across all communications channels, including social media, the college's website, collateral materials, advertising, and digital channels.
- Creative modern, efficient marketing concepts and promotional activities that support key college initiatives, including fundraising opportunities, alumni engagement, and workforce development.

- Develop campaign effectiveness strategies that maximize return on investment, increase student engagement, and yield data that can be applied to future campaigns.
- Manage the development, strategy, and content of official college social media platforms to ensure quality, maximum exposure, and engagement. Manage Social Media Coordinator and review and approve all content and captions prior to posting. Identify new social media platforms, content, and tactics to remain current in the marketplace and up-to-date with trends. Continue to identify and provide solutions for posts that may cause concern as it relates to public relations, crisis communications, or dissatisfied members of the college community. Identify best practices for collecting and evaluating social media data to improve engagement and advertising opportunities.
- Utilize thorough market research to identify new and effective ways to reach out and promote the college's brand position to key audiences and stakeholders.
- Coordinate video projects with college videographer. Write video scripts and storyboards. Identify, schedule, and prep subjects. Oversee production and post-production, including the editing process and approving final overall narrative.
- Attend special programs and events as requested for public relations purposes. Serve as project manager for special events' marketing needs, including but not limited to commencement, Opening Day, Professional Development Day, and Path Days.
- Demonstrate a commitment to the philosophy and mission of a comprehensive community college.
- Supervises full-time and part-time marketing staff, support staff, interns, and student workers.
- Work collaboratively with others in a diverse and inclusive environment.
- Other related duties as assigned.

**LICENSES, TOOLS, AND EQUIPMENT:**

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**REQUIRED QUALIFICATIONS:**

- Bachelor's degree.
- Minimum of five to seven years of full-time employment in marketing or communications.
- Demonstrated experience in effective electronic communications; including the design and development of print and electronic marketing campaigns that include the use of leading edge technologies.
- Demonstrated experience in the creative development of advertising concepts; corporate identify/brand design and marketing management
- Demonstrated paid media-buying and social media experience
- Demonstrated outstanding research, writing, editorial, and listening skills
- Demonstrated effective communications skills including the ability to convey complex subject matter clearly and accurately
- Demonstrated successful project management and superior organizational skills
- Demonstrated ability to balance multiple priorities in a deadline-oriented environment

**PREFERRED QUALIFICATIONS:**

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.