



## **Job Classification Description**

**Director of Marketing and Communications  
Non-Bargaining Unit**

**Grade 15  
Exempt**

### **Basic Function**

The Director of Marketing and Communications at the Community College of Vermont provides vision, leadership, and administrative oversight for marketing, communications, public relations, the institutional websites and portal, new media, and print publications. Responsible for crafting and establishing CCV's brand presence throughout Vermont to support recruitment, student success and the public image of the College. Responsible for management, currency and quality of CCV's public information. Provides strategic direction for and management of CCV's online communication, including its websites, portal, bulk email and social media, and spearheads the adoption of new media technologies and strategies for college communications.

### **Characteristic Duties and Responsibilities**

- Play a central leadership role in the College's communication strategy and brand direction.
- Oversee the College's graphic identity and its application to online environments, printed materials, signage, and other media.
- Ensure that the College's brand messaging is consistent across college communications, is effectively tailored for relevant audiences, and expresses value for student-centeredness and diversity.
- Identify needs for market research, implement projects, analyze results, develop marketing strategies and maintain a current operational marketing plan.
- Strategically allocate resources through management of the marketing and communication budget and assess the costs and benefits of budget allocations for print publications, advertising and online marketing.
- Collaborate closely with a variety of colleagues and local CCV staff to develop effective communication strategies and routinely engage with staff across the college regarding marketing and communication directions and activities.
- Champion the effective integration of all College communications, and play a strong leadership role in the processes and quality of communications generated by CCV sites and departments.
- Manage signage for CCV statewide to assure consistency and professionalism in all college signage, including interior and exterior facilities signage, road signs, banners, and displays.
- Insure that CCV is in compliance with state and federal standards for public information and adheres to accreditation, ethical and public information guidelines.
- Exploit and leverage digital technology to enhance the College's communications.
- Explore, implement and evaluate cutting-edge techniques to reach target audiences effectively.

- Collaborate closely with online learning, IT and library colleagues regarding strategic initiatives, technologies, information management, and goals.
- Proactively champion new technologies, tools, trends, and emerging best practices to ensure that students have excellent access to schedules, information, and opportunities.
- Oversee the design, construction, and maintenance of the College's public web sites, knowledgebase, and portal environment, and ensure that their contents, including announcements, are accessible, current, engaging and relevant.
- Continuously develop web sites and portal through improvements in content management, navigation, design, user testing and visitor usage data.
- Oversee search engine optimization and maximize the internet visibility of the College in order to draw prospective students and other traffic to public website.
- Create videos, blogs, wikis, websites, podcasts and webinars, as appropriate.
- Conduct advertising and public relations campaigns to support the college in meeting its enrollment goals and objectives.
- Select the most effective media to deliver messaging to reach the College's many target markets, including adult learners, high school senior, low-income, veterans, and new Americans.
- Oversee the creative development and placement of traditional and online advertising for CCV statewide and for individual sites and programs.
- Evaluate effectiveness of advertising, public relations, and print materials and monitor effectiveness of campaigns through newscip services and online analytics.
- Conduct photo shoots to capture images of the CCV community for use in public relations, publications, advertising, and on the web.
- Periodically hire freelance designers and engage consultants and agencies.
- Lead the production and delivery of the college's major publications each year (annual report, catalog, view book, semester course schedules, and student handbook); collaborate closely with directors and deans overseeing each publication.
- Ensure the academic catalog is the primary source of the College's information for students and that its contents are replicated accurately in all other contexts.
- Oversee publication of college's primary newsletters and reports each year, including president's reports to the board, newsletters, fact sheets, and forms; collaborate closely with directors and deans overseeing each project.
- Plan the production and delivery schedules for all major publications and ensure that projects meet deadlines.
- Maintain an excellent proofing system that avoids errors and maintains accuracy, consistency and quality of all information.
- Migrate print communications to electronic form as appropriate.
- Serve on college committees and task forces, as appropriate.
- Perform additional duties as assigned.

### **Supervision Received**

The Director of Marketing and Communications reports to the Executive Dean of the College.

### **Supervision Exercised**

The Director of Marketing and Communications directly supervises the Public Relations Coordinator, Graphic Designer, and Multimedia/Administrative Assistant.

### **Minimum Qualifications**

This position requires a high level of expertise in marketing, public relations and strategic communications. Previous experience in marketing, brand development, creativity, writing and project management are required. Expertise in web technologies, emerging media and online communication solutions and strategies are required. Skill in collaboration, supervision, problem-solving, budget management, and the ability to work in and foster a highly collaborative and student-centered environment is required. Master's degree required, plus a minimum of 5 years professional experience in marketing, media relations, new media, web site management. Previous marketing experience in higher education or non-profit organizations highly desirable.

- Excellent written, verbal, presentation and interpersonal communication skills
- Ability to write for both web and print media, edit, proofread, provide constructive feedback to other writers, and adapt information to variety of target audiences
- Ability to create internal systems and timelines to plan projects and maintain an annual work plan
- Enjoys a fast paced environment and thrives on new initiatives, multiple perspectives, challenging design concepts, and deadlines
- Excellent administrative and organizational skills
- Experience with personnel and supervision
- Ability to analyze data, create reports, to assess effectiveness of marketing strategies
- Ability to reach diverse audiences using a variety of media including print, TV, radio, internet/web-based, video, social networks, mobile media and other emerging technologies
- Strong design aesthetic, including the ability to originate concepts and communicate them through powerful images, text and design
- Experience with direct mail and email marketing
- Knowledge of higher education policies and procedures
- High degree of professional discretion, integrity, good judgment and conduct
- Passion for the mission of CCV and a commitment to making the College as accessible and visible as possible

**This general outline illustrates the type of work that characterizes the job classification. It is not an all-encompassing statement of the specific duties, responsibilities, and qualifications of individual positions assigned to the classification.**