

TOMPKINS CORTLAND COMMUNITY COLLEGE

POSITION TITLE

Director of Strategic Marketing

GRADE

6

PAGE

1 of 2

ORGANIZATIONAL UNIT

College Relations

REPORTS TO

Vice President for
Enrollment Management

APPROVED BY

Board of Trustees
July 22, 2021

SUMMARY

The Director of Strategic Marketing has responsibility for visionary leadership in the College's enrollment marketing strategy, recruitment initiatives, public relations, meaningful messaging and branding expertise for Tompkins Cortland Community College. The Director oversees the entire marketing and communication effort including the development and implementation of a strategic marketing and branding plan. Coordinates with departments across the College to increase student enrollment, manage external communications and the College's identity and image.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Manage and direct a comprehensive enrollment marketing strategy that is congruent with the College's enrollment process, will serve all on-campus and online academic degrees and other academic programs, and will recruit students from various identified market segments.
2. Research and track competitive markets, demographics, trends, results, and other data related to objectives for recruitment. Conduct regular analyses and results in reporting of marketing campaign performance and proactively recommend media placements and tactics for recruitment optimization.
3. Develops and implements lead generation and lead acquisition marketing plans for academic programs.
4. Leads the design and production of marketing elements and tactics that support recruitment initiatives for all programs in coordination with the leadership in Enrollment Management.
5. Leads the design and production of marketing elements and tactics that support related programmatic recruitment initiatives in coordination with CollegeNow and Global Programs.
6. Organize, manage, and assess all marketing initiatives in collaboration with the contracted service providers and outside marketing agencies. Manage reporting and recommendation processes based on ROI of efforts.
7. Maintain a support role for College strategic priorities in consultation with the College's leadership team. Informs leadership team of market conditions and competitors. Designs communications for leadership and community partners.
8. Set creative direction for design and production of content including photography, printed collateral and video.
9. Collaborate with recruiting teams to develop campaigns for staff and student recruitment, and participate on organizational committees to advance recruitment imperatives.
10. Builds relationships and leverages best practices and competencies to achieve department objectives.
11. Monitor budgets and campaign performance, and A/B test data and optimize as necessary to sustain metrics at or above industry benchmarks and meet agreed upon client KPI objectives and goals.

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<u>POSITION TITLE</u> Director of Strategic Marketing	<u>GRADE</u> 6	<u>PAGE</u> 2 of 2
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- 12. Refine and take ownership of a comprehensive communications calendar spanning all departments within TC3, ensuring that all communications are timely, consistent, and high-quality.
- 13. Implements uniform branding and editorial standards for all media. Collaborates with teammates and internal partners on incorporating social media into all appropriate marketing plans as a promotional vehicle. Collaborates with internal departments and affiliates to expand marketing and communication efforts. Stays on top of digital trends and technology, acting as a resource for best practices and providing training/advice as needed to teammates and colleagues.
- 14. Build and retain relationships with the SUNY Office and Marketing team.
- 15. Directs the staff of the Marketing department. Assures effective use of human resources by coordinating hiring, training, scheduling, evaluating, counselling, disciplining, and any other administrative actions required for the effective function of the department. Conducts all personnel matters in accordance with federal, state and local laws, regulations, and collective bargaining agreements.
- 16. Assures efficient use of material resources by assessment of department needs, development of budget recommendations, and management of the department within the budgetary constraints imposed by the College.
- 17. Serves on various College committees and performs other job related tasks as assigned.

SUPERVISION

Types Supervised (check each category):

_____ Classified Staff
_____ Administrative
_____ Faculty
_____ Adjunct faculty, students, etc.

Indicate number in each category:

___ # of Classified Staff
3-4 # of Administrative
___ # of Faculty
___ # of Adj. faculty, students, etc.

MINIMUM QUALIFICATIONS

Bachelor's degree and seven (7) years' experience or a Master's degree in marketing, public relations, business, or related field and five (5) years' experience. Experience in marketing, including expertise in the development and implementation of strategic marketing, communication, and branding plans in a higher education setting. Supervision experience.

PREFERRED QUALIFICATIONS

Experience in a higher education setting.