



JOB CODE: AD/MK01

Job Description

Job Title: Executive Director of Strategic Marketing and Communications
FLSA Status: Exempt
Grade: 36
Department: Administration
Reports to: President

Job Summary

The Executive Director for Strategic Marketing and Communications will shape how Gillette Community College District's (GCCD) brand strategically interacts and intersects with internal and external stakeholders, including prospective students, enrolled students, alumni, industry partners, and the communities served by the college. During this transformational time, the Executive Director of Strategic Marketing and Communications will draw key insights from data and research to develop marketing and communication strategies in collaboration with staff and strategic partners. The Executive Director will ensure that messaging is creative while meeting strategic purposes that align content with the needs and attributes unique to GCCD. The Executive Director of Marketing and Strategic Communication will be deeply connected to campus life to anticipate and respond to emerging opportunities for communication that support and highlight the College's mission. This position reports directly to the Gillette College President.

Essential Duties and Responsibilities

- Develops and implements comprehensive marketing plans that align with GCCD's strategic goals and objectives
- Manages the college's brand and ensures that all marketing materials are consistent with the strategic vision of GCCD
- Leads strategic development and implementation of initiatives that elevate institutional branding, awareness, and visibility informing by marketing research and monitored using marketing metrics
- Develops research-driven strategies that will differentiate GCCD uniquely from its peers and competitors
- Implements internal communication practices to ensure an effective flow of information
- Oversees the production of marketing materials that highlight and respond to the need and attributes of GCCD
- Collaborates with college leaders to develop messaging and content for internal and external communications
- Monitors and analyzes marketing performance metrics and adjusts plans as needed
- Serves as GCCD's Public Information Officer
- Manages the marketing budget and ensures that resources are used effectively
- Supervises and evaluates marketing staff
- Other duties as assigned

Knowledge, Skills, and Abilities Required by the Position

- Ability to work with a wide variety of college aged students with diverse backgrounds
- Ability to foster and cultivate community partnerships
- Strong project management and organizational skills
- Excellent communication and interpersonal skills
- Ability to work collaboratively with diverse stakeholders
- Digital and multi-channel fluency, with a strong understanding of how people engage with channels and messaging as part of the holistic consumer experience
- Ability to create strategies, led by data and insights, that are convincing and inspiring
- Ability to develop agile content and messaging
- Adept with data and how it should inform decisions about the use of media and creative assets

Working Conditions/Physical Requirements

- Prolonged periods of sitting at a desk
- Must be able to lift up to 20 pounds

Supervisory and Management Responsibility

- Marketing staff

Minimum Qualifications

- Bachelor's degree in marketing, communications, or a related field
- Master's degree preferred
- 3 to 5 years of experience in marketing required, preferably in higher education or a related industry

Complete applications will contain a cover letter, resume, GCCD application, as well as contact information for three (3) professional references.

HOW TO APPLY: VISIT WWW.GILLETTECOLLEGE.ORG OR SUBMIT THE REQUIRED DOCUMENTS TO DSANDERS@GILLETTECOLLEGE.ORG

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