



Director of Marketing - Job Description

Job Title: Director of Marketing
Job Class: Administrative - Professional
Department: Marketing
Reports To: Vice President of Student Affairs
FLSA Status: Exempt
Compease: Grade 14
Approved By: Vice President of Student Affairs
Approved By: 12/19/2023

I. Position Purpose

Working in conjunction with the Vice President of Student Affairs, the Director of Marketing will be responsible for planning and executing the communications strategy for the institution, in support of the College's mission, including advertising, publications, graphic design, and digital marketing. The Director will also provide support for the execution of communication which supports philanthropic giving through the WSCC Foundation. The role requires a highly resourceful individual with high emotional intelligence, self-motivation, and strong verbal and written communication skills who is experienced in project management and leadership.

II. Duties and Responsibilities

LEAD MARKETING AND COMMUNICATIONS STRATEGIES: The Director of Marketing will lead the planning and execution of strategic marketing efforts for the College and the WSCC Foundation. The Director will manage all applicable communications schedules, including but not limited to press releases, website and digital content, CRM, publications, video and social media using and marketing concepts, practices, and procedures. The Director will use data analytics to inform decision-making and maximize the return-on-investment for all marketing strategies.

DEVELOP CONTENT: The Director of Marketing will work collaboratively with internal and external stakeholders to develop content for use across a variety of marketing platforms including publications, website, digital ads, press releases, social media and newsletters to appeal to a broad set of audiences including, but not limited to, prospective and current students, donors, employees, workforce partners, and community groups.

SUPPORT FOUNDATION AND DEVELOPMENT: Working with the WSCC Foundation administration, the Director of Marketing will implement strategies that grow and retain donors and strengthen donor relationships with alumni, employees, individuals, corporations and private foundations. The Director of Marketing will provide support with the execution of activities that improve stewardship for donors, and will support grant activities to help the College achieve its strategic goals.

ADVANCE THE COLLEGE'S MISSION, VISION, AND GOALS: The Director of Marketing will build positive relationships with WSCC employees, students, alumni, donors, and external partners. Working collaboratively with the VP of Student Affairs, the Director will collaborate with educational institutions, community, civic, and professional organizations and will



support continuous improvement, recruitment, enrollment, and retention strategies to advance student success.

DEMONSTRATE PROFESSIONAL AND QUALITY CUSTOMER SERVICE: The Director of Marketing will demonstrate professionalism and provide quality customer service in accordance with the College's values; maintain positive working relationships, make decisions and solve problem; maintain confidentiality, positive communication, accurate records, and an organized, safe working environment; exhibit flexibility, willingness to learn, ability to change, and maintain current technology skills.

III. Qualifications – Education, Experience, and Skills

- Minimum of a Bachelor's degree in Digital Marketing, Marketing Operations and Technology, Public Relations, Communications or related field from a regionally or nationally accredited institution recognized by the U.S. Department of Education or the Council for Higher Education Accreditation.
- Minimum of three years of marketing experience required.

Reasonable accommodations may be requested and reviewed according to the Americans with Disabilities Act (ADA).