MAJOR PURPOSE: The Marketing Director is responsible for the planning, development and implementation of all of the University’s marketing strategies, marketing communications and public relations activities, both external and internal. Includes developing branding and messaging and promoting the university and its programs across various media outlets (television, radio and print, press releases, direct mail, advertising, social media and seminar and conference speaking opportunities). The Marketing Director will work closely with senior management to achieve the University’s targeted strategic communications goals.

PERFORMANCE RESPONSIBILITIES:

1. Build strong and positive relationships with key media representatives (electronic, print, digital and social media); maintain regular and specialized publications, advertising, community special events, sponsorships and University publicity involvement.
2. Supervise the Development Department’s webmaster, public relations director, publications department and IT/media production department.
3. Operate as the Senior Editor of the Jessup Magazine (Broadcaster), Warrior Watch and any additional hard or soft marketing publications.
4. Director assumes a determined marketing responsibility with the purpose of advancing the University’s mission in serving all university divisions, departments, programs and related programs by providing media publicity, advertising and external publications.
5. Support for academic programs, admissions and the University’s general advertising (TUG/SPS) and all marketing programs.
6. Establish a strategic and long-term branding and marketing strategy to ensure the growth and success of the University, with responsibility related to design, supervise and conducting market research.
7. Director will also coordinate the development and implementation of the University’s overall external collateral (brochure) and events marketing. Develop promotional strategies to enhance the institution’s visibility and reputation, increase recognition for WJU, and ensure an integrated communication process.
8. Collaborate marketing efforts internally with Donor Development, Church and Alumni Relations, SPS and TUG Admissions - with direct oversight with the external marketing associated with University (internal/external) Facilities/Events.
9. Ability to advise the VP for Development on strategic matters related to communications and marketing; vision and leadership to the team of professionals who report to him or her, gain the trust and respect of the external professionals whose collaboration is essential to the success of the programs designed and managed by WJU.
10. Oversee the University’s marketing budget, operating expenses and advertising campaigns, providing reports for the VP of Development and the WJU BOT.

QUALIFICATIONS

EDUCATION/CERTIFICATIONS: A bachelor's degree is required. Master's degree preferred. Preference for degrees in Marketing, Advertising, Mass Communications or closely related fields. A minimum of five years marketing experience with proven success in corporate or higher education branding or product marketing preferred.
REQUIRED KNOWLEDGE/EXPERIENCE:
- Experience working directly with a wide variety of media and media representatives.
- Experienced with conducting and analyzing market research.
- Working with school systems, community colleges, local and state governments, businesses and communities to identify educational needs that can be met by the University.
- Designing and implementing a comprehensive marketing program.
- Must be a team player and have knowledge of the academic marketplace.

SKILLS/ABILITIES:
- Strong writing, editing and publishing skills.
- Knowledge of establishing and monitoring metrics to measure the results and effectiveness of the University’s marketing efforts.
- Demonstrated organizational skills and ability to prioritize projects and goals among competing priorities.
- Strong interpersonal and managerial skills required.
- Excellent oral and written communications skills required.

WORKING ENVIRONMENT:
The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. All employees of the University are expected to firmly support without reservation the William Jessup University doctrinal statement of personal Christian faith.

WORKING CONDITIONS:
The employee is regularly in a typical office environment with adequate light and moderate noise levels. No hazardous or significantly unpleasant conditions. Air-conditioned buildings; tile, concrete and carpeted floors; adjustable workstation with ergonomic keyboard is provided.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:
While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 40 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that if I have any physical limitations or require any reasonable accommodations in order to perform my job, I must immediately inform administration.

____________________________________ _____________________________
Employee Signature     Date