Saint Michael's College
Job Description

Job Title: Director of Marketing and Communications

Department: Marketing and Communications

Supervisor or Manager: Vice President of Enrollment and Marketing

Date Created: 12/14/05       Last Revised: 12/4/13       FLSA Status: E

It is the mission of Saint Michael's College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives:
• An integrated marketing plan is developed and executed and strategies and tactics are implemented
• The "brand" image of Saint Michael’s College that resonates with faculty, staff, prospective and current students and alumni is identified and refined, using market research and in consultation with the President and Cabinet, and those brand elements are translated accurately and effectively into College communications
• The "brand" messaging and graphic identity of Saint Michael’s College is consistent in all College publications and the web site
• Marketing strategies for prospective students are developed in collaboration with the Office of Admission and are consistent with the integrated brand strategy
• Marketing strategies for alumni, parents and friends are developed in collaboration with the Office of Institutional Advancement and are consistent with the integrated brand strategy.
• The College’s web site content is relevant, accurate, outward facing, and engaging for all users
• The College’s major publications (online and print) are relevant, accurate and engaging for all readers
• The College makes optimal use of traditional and new media formats for marketing and communication
• Matrix and analytics are in place to assess the efficacy of all marketing and communications efforts

Essential Duties and Responsibilities:
• Provide leadership and vision for the College’s strategic and integrated marketing and communications functions
• Manage and direct the marketing, communications and public relations staff and coordinate at the strategic and tactical levels with all University departments
• Develop and execute a comprehensive, long-term and proactive university-wide communications, marketing and branding strategy, consistent with the strategic goals, plans, and aspirations of the College
• Utilize a research-based approach to identify key messages and audiences, and work consistently to tell Saint Michael’s stories, weaving them together to create a consistent, unified message in support of the Saint Michael's College brand
• Plan and oversee design and production of all marketing, public relations, and advertising products
• Articulate the College’s image and brand in delivery of the College’s message to all constituents
• Develop, execute, and oversee programs necessary to communicate the College’s mission and performance to the public
• Manage and develop a constituent information database for marketing and research
• Oversees the areas of public relations, publications, and web site development, including internal campus communications
• Manages a team of five marketing professionals
• Manages the use of the College’s logo in external communications
• Develops strategy and execution for web site revisions, including content management systems, navigation and design
• Coordinates the creative development and placement of general College advertising
• Identifies needs for market research, implements necessary studies and analyzes results
• Works with the Admission office to develop recruitment publications, e-communications and other marketing strategies for prospective students through suspect, prospect, applicant and deposited status
• Works with the Institutional Advancement office to develop fundraising solicitations, e-communications and other marketing strategies for alumni, parents and friends of the college
• Works with various campus constituencies to develop effective marketing and communication materials and strategies

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• Develops and executes individual marketing plans for College-sponsored programs, such as Summer Session, departmental initiatives, etc.
• Leads I.A./MarCom Communication Committee meetings
• Participates in the College’s Web Council
• Participates in the College’s Magazine Advisory Board
• Participates in Enrollment Directors’ meetings
• Participates in Admissions Communication Team meetings

Secondary Responsibilities:
• Assists faculty/staff with marketing of their special events
• Produces content for College web site
• Produces content for the College’s online and print publications
• Helps with special projects as delineated by the President’s office

Positions Supervised:
• Director of Web Site Development (1)
• Director of Public Relations (1)
• Assistant Director of Marketing (1)

Major Contacts:
• President
• VP for Enrollment
• VP for Institutional Advancement
• Board of Trustees (particularly sub-committee on Strategic Brand Management)
• Vice President of Academic Affairs
• Other Cabinet Members
• Marketing and Communications Staff
• Director of Admission
• Director of Institutional Research
• Director of Alumni and Parent Relations
• Director of Government and Community Relations
• Director of Graduate Admissions and Marketing
• Director of International Marketing and Enrollment
• External vendors, such as photographers, marketing/research firms, graphic designers and web developers
• Manager of Printing & Mailing
• Graphic Designer
• Director of Advancement Services and the Saint Michael’s Fund
• Admission staff members
• Institutional Advancement staff members
• Other faculty and staff, as needed, in regards to their special events/programs

Demonstrates Excellence:
• Conducts work with a balance of attention to detail and strategic vision
• Relates to others with a strong sense of diplomacy
• Handles all situations with excellent communication skills
• Manages with an eye toward achieving the department’s goals
• Executes projects with the highest level of creativity and a sharp eye for aesthetics
• Skillfully balances needs of diverse campus constituencies

Education and Work Experience:
• Broad knowledge of all facets of higher education marketing and communications
• Bachelor’s degree required; master’s degree or equivalent combination of education and experience preferred
• 5 years of professional experience in marketing and communications; experience in higher education preferred
• Strong working knowledge of the latest web development, publications, e-communications, branding and market research techniques and practices
• Managerial experience preferred
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- Familiarity and comfort working in a highly collaborative environment  

**Analytic Skills:**  
- The ability to use various analytical techniques to identify cause-and-effect relationships and then develop plans to change a situation  
- The ability to collect, analyze, and effectively use qualitative and quantitative marketing data  

**Language and Literacy Skills:**  
- Prepares and delivers written and spoken information to small and large groups. Effectively manages meetings. Often in speaking represents the institution to the audience. Communicates regularly and effectively with a wide range of groups.  

**Computer/Technology Skills:**  

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**Licenses, Certifications and Other Requirements:**  
- Must meet driver's eligibility requirements as stated in the Saint Michael's College *Vehicle Use Policy*  

**Physical Demands:**  
Work is often performed in a typical office environment requiring:  
- Sitting in a normal seated position for extended periods of time  
- Reaching by extending hand(s) or arm(s) in any direction  
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard  
- Communication skills using the spoken word  
- Vision sufficient to see within normal parameters  
- Hearing sufficient to hear within normal range  
- No or very limited physical effort  
- No or very limited exposure to physical risk  

While performing the duties of Director of Marketing, the employee is occasionally required to lift and/or move up to 10 pounds.  

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.  

**Additional Requirements for the Job:**  
- Occasional overnight travel for professional conferences, vendor visits, etc.  

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.