

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2020**

DIRECTOR OF MARKETING

FLSA STATUS: EXEMPT – PAY GRADE: 24 – P

JOB FAMILY: MARKETING/PUBLIC RELATIONS JOB FUNCTION: COMMUNICATIONS

GENERAL STATEMENT OF JOB

Oversee the strategic branding, marketing and market research for the College. Provide comprehensive, integrated strategic marketing planning and implementation in support of College goals.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Clearly markets and enhances awareness of brand recognition of the College among targeted regional and national audiences including prospective students, parents, industry, community leaders, and other constituents.

Oversees paid social media marketing strategy and content marketing to increase and optimize the pool of qualified inquiries and applicants for admission to the College.

Bolsters the local and regional reputation of the College as an accredited, institution of higher education. Researching demand for services as well as competitor research.

Develops and executes marketing plans for the various College grants, departments and divisions and works in conjunction with academic division leaders to ensure all programs have the necessary marketing materials and press outreach to succeed.

Oversees College wide marketing, including the development of a sound marketing strategy to support and promote student enrollment recruitment and retention while building brand awareness and positioning to enhance community development and relations.

Guides the development of creative work, including that of designers, writers and web developers that advances the work and the brand of the College.

Analyzes market research and site analytics to determine the effectiveness of each marketing modality. Recommends strategies for search engine optimization, internet advertising and the effective development and integration of social media with other traditional marketing tactics.

Manage the support and development of the college's Web and auxiliary systems. Directs and supervises staff in support of Web services to refine marketing effectiveness and improve the user experience (UX) working in close collaboration to serve students, faculty, staff and academic leadership.

Works closely with the Chief Communications Officer to develop strategies and tactics in interactive and digital media.

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Develops budgets and has an understanding of finance, including expenditures, research and development appropriations and return-on-investment projections.

Works collectively with the Florida State College at Jacksonville (FSCJ) Foundation to promote fundraising activities.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator.

SUPERVISION EXERCISED

Supervision is exercised over assigned staff.

MINIMUM QUALIFICATIONS

A bachelor's degree in advertising, graphic design, marketing, communications, business or a related discipline from an accredited college or university supplemented by three (3) years of proven marketing campaign experience with extensive knowledge in marketing and social media.

PREFERRED QUALIFICATIONS

A master's degree in advertising, graphic design, marketing, communications, business or a related discipline from an accredited college or university supplemented by five (5) years of proven marketing campaign experience with extensive knowledge in marketing and social media, or 10 years of proven marketing campaign experience with extensive knowledge in marketing and social media.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

Language Ability: Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

Numerical Aptitude: Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: May not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

Physical Communication: Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 07/2013
Updated: 01/2020