



**Job Description**  
**Administrative Services**  
**Marketing and Public Relations Supervisor**

The Marketing and Public Relations Supervisor (MPRS) reports to the Administrative Manager and Operations Manager and is responsible for marketing of all college programs and products and execute college efforts in public relations and other communications. The individual will implement a marketing plan and manage all marketing materials for the college. The MPRS is responsible for supervision of all marketing department personnel, projects, and tasks.

The MPRS (1) creates and implements the marketing and public relations campaigns that support sales efforts, (2) reports on initiative progress, and (3) helps set and achieve departmental and corporate goals for market penetration and growth.

The MPRS will work with sales and product development to ensure programs align with organizational goals and that sales can manage leads most effectively. This position is critical to expanding the demand generation pipeline and accelerating our sales and revenue growth and will be accountable for lead targets, lead quality, program performance, and marketing spend. The ideal candidate will be energetic, creative, enthusiastic, intelligent, analytical, and eager to take on new responsibilities.

**Position Requirements and Qualifications:**

- 5+ years professional marketing experience with proven expertise planning and analyzing marketing campaigns from concept to completion. BA/BS in Marketing, Communication or related field preferred
- Strong project and personnel management skills
- Demonstrated ability to manage multiple, parallel responsibilities.
- Ability to communicate well both orally and in writing, including effective use of email and other on-line communications methods
- Proven market research ability
- Knowledge of corporate branding strategy and implementation
- High degree of organizational skills, self motivation, and ability to work independently as well as cooperatively with staff and faculty to achieve results
- Ability to handle large amounts of inquiries and quickly evaluate new opportunities, exercising appropriate discretion to focus on the most viable possibilities
- Excellent problem solving skills with creative ability to think out of the box.
- Strong analytical and strategic thinker with ability to draw conclusions and determine strategies based on data
- Strong aptitude for determining optimal product positioning and developing resulting market strategies

- Strong knowledge of off-line and on-line marketing (including banners, direct response advertising, e-newsletters, etc.) and experience with testing and ROI analysis for development of complete integrated marketing campaigns
- Proven ability to deliver projects on time while achieving or exceeding expected results within budget
- Expertise writing articles, white papers, RFPs, direct mail, email, print ads, on-line ads, and other collateral are desirable
- Good familiarity with Word, Excel, and Powerpoint
- High level of professionalism -- must thrive on teamwork and overcoming obstacles
- Excellent interpersonal and relationship building skills
- A functional understanding of Web technology; knowledge of HTML a plus
- Experience in academia a plus

### **Essential Functions and Responsibilities:**

- Implement marketing plans and schedules for all current and future school programs, services, and products. Manage media relations, advertising, communication, and publication efforts on a local and national level.
- Maintain advertising schedule and work with vendors to fulfill advertising requirements and ensure timely and accurate ad placement and billing
- Participate in budget setting with upper management; responsible for budget management of all marketing efforts
- Develop “lead” goals, establish objectives and forecast results
- Supervise marketing department and all related staff
- Conduct market research and analyze data/trends to develop integrated “lead” generation plans and tools to target new prospects and provide insights to sales team
- Coordinate and participate in the Creation, development, organization, and execution of specific marketing projects and initiatives from concept through copy writing, design, production, and implementation
- Develop, coordinate and manage public relations campaigns and services, including arrangement of radio, TV and newspaper articles and interviews, supplying supporting data, and dissemination of press releases, white papers and articles to publications and partners
- Determine and implement the right mix of campaign elements – direct mail, email, “webinars”, newsletters, sponsorships, telemarketing, direct response, on-line banners, etc. – with the most compelling and creative calls to action
- Measure campaign response and sales, deliver regular activity, ROI, and performance reports, manage the tracking infrastructure for each program and summarize results with recommendations
- Oversee all marketing-related copy writing and editing, as well as regular updates to all outbound marketing literature including marketing campaigns, direct mail/email/print ads, articles, newsletters, press releases, Intranet notices, RFPs, and other collateral; may include direct copy writing duties

- Ensure that all marketing materials, including the college's website and publications, are consistent and “on message”
- Identify barriers to project completion and pro-actively communicate project status to all concerned parties
- Develop new ideas for marketing materials for all current and future programs, products and, services
- Provide direction for institutional image and manage college's branding and identity program
- Advise appropriate staff of new marketing initiatives and procedures
- Maintain event calendars in publications and Internet sources, including BC website and forums
- Keep current with on-line and off-line marketing and specific market trends using Internet resources, trade publications, and other resources
- Track and analyze competition and disseminate key information to relevant staff
- Manage external relationships (agencies, vendors) as needed to develop and successfully execute programs
- Exploit new and innovative marketing and public relations resources and techniques such as blogging, contests, etc.
- Coordinate with Outreach Department to maximize reach and impact of both departments