



**Office of Human Resources**

**POSITION DESCRIPTION**

**TITLE:** Manager, Strategic Marketing and Advertising

**REPORTS TO:** Director of Marketing and Communications

**GRADE:** CCRIPSA 13

**WORK SCHEDULE:** Non-standard, 35 hours per week; evening and weekend; additional hours required. Will require travel between campuses.

**SUPERVISES:** Part-time marketing staff, support staff, interns, student workers

**ABOUT CCRI:**

The Community College of Rhode Island is the state's only public comprehensive associate degree and certificate-granting institution. We provide affordable open access to higher education at locations throughout Rhode Island. Our primary mission is to offer recent high school graduates and adult learners the opportunity to acquire the knowledge and skills necessary for intellectual, professional and personal growth through an array of academic, career and lifelong learning programs.

At CCRI, we are committed to building an inclusive and diverse campus community. We strive to hire and retain culturally competent faculty and staff members who reflect the demographics of our state and our increasingly diverse student population.

We believe that our diversity is our strength. We celebrate, support and thrive on the diverse experiences, backgrounds, and perspectives that are represented across our four campuses.

We are OneCCRI, working together to prepare learners to achieve their highest potential.

To learn about what employees value at CCRI and what it means to work here, please read about our Guiding Principles and watch videos of our employees doing what they do best: <https://www.ccri.edu/equity/culture/guidingprinciples.html>

**JOB SUMMARY:**

Serve as the primary marketing strategist and manager for the college's strategic enrollment goals. Strategize, create, implement and manage targeted recruitment and retention campaigns that align with the college's enrollment goals and strategic plan. Assist the Director of Marketing and Communications in marketing and advertising initiatives for the college. Implement and deliver integrated marketing communications via traditional and digital technologies that support the recruitment and retention of students. Identify marketing challenges and opportunities, and recommend strategies for marketing college-wide efforts that serve to enhance and strengthen the college's mission. Coordinate market research activities, and monitor marketing and branding data outcomes to ensure coordination of efforts. Work with the Marketing &

Communications office team and Information Technology staff to support electronic communications and marketing functions.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Strategize, create, implement and manage extensive, targeted recruitment and retention campaigns that align with the college's strategic enrollment goals. Act as the point person for Enrollment Services in managing and coordinating weekly recruitment, retention and completion campaigns, including scheduling, marketing and messaging strategy, implementation and outcomes tracking that aligns with the college's strategic enrollment goals.
  - Develop internal and external recruitment and retention advertising strategies and coordinate media buying with a focus on ROI analysis and increased student engagement. Lead creative development of advertising concepts for multi-media projects, including traditional media channels (TV, radio, print, billboards) and new media platforms. Work with designers in the development of advertising campaigns. Write marketing copy for both print and digital advertising.
  - Manage integrated marketing campaigns that positively increase the college's brand and align with the college's strategic plan. This includes creating targeted messages for internal and external stakeholders and utilizes communications tools such as segmented email marketing, social media, advertising, text messaging, the college's website and use of on-campus digital channels
  - Establish and maintain a consistent and effective college voice across all communications channels, including social media, the college's website, collateral materials, advertising, and digital channels.
  - Creative modern, efficient marketing concepts and promotional activities that support key college initiatives, including fundraising opportunities, alumni engagement, and workforce development.
  - Develop campaign effectiveness strategies that maximize return on investment, increase student engagement, and yield data that can be applied to future campaigns.
  - Manage the development and strategy of official college social media platforms to ensure quality, maximum exposure and engagement.
  - Utilize thorough market research to identify new and effective ways to reach out and promote the college's brand position to key audiences and stakeholders.
  - Coordinate video projects with college videographer. Write video scripts and storyboards. Identify, schedule and prep subjects.
  - Create, edit and optimize posts for faculty and staff blog, Currents.
  - Attend special programs and events as requested for public relations purposes.
  - Demonstrate a commitment to the philosophy and mission of a comprehensive community college.
  - Supervises part-time marketing staff, support staff, interns, and student workers.
  - Work collaboratively with others in a diverse and inclusive environment.
- Other related duties as assigned.

### **LICENSES, TOOLS AND EQUIPMENT:**

Proficiency using software appropriate to a Marketing & Communications Office, including but not limited to MS Office, web development software, social media technologies; telephone and copy machines. Must have access to and use of own transportation.

### **ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

### **QUALIFICATIONS:**

Required:

- Bachelor's degree.

- Minimum of five years of full-time employment in marketing or communications.
- Demonstrated experience in effective electronic communications; including the design and development of print and electronic marketing campaigns that include the use of leading edge technologies.
- Demonstrated experience in the creative development of advertising concepts; corporate identify/brand design and marketing management
- Demonstrated paid media-buying and social media experience
- Demonstrated outstanding research, writing, editorial, and listening skills
- Demonstrated effective communications skills including the ability to convey complex subject matter clearly and accurately
- Demonstrated successful project management and superior organizational skills
- Demonstrated ability to balance multiple priorities in a deadline-oriented environment

**ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.**

### **CCRI is an Equal Opportunity / Affirmative Action Employer.**

We recognize that diversity and inclusivity are essential to creating a dynamic, positive and high-performing educational and work environment. We welcome applicants who can contribute to the College's commitment to excellence created by diversity and inclusivity.

CCRI prohibits discrimination, including harassment and retaliation, on the basis of race, color, national or ethnic origin, gender, gender identity or expression, religion, disability, age, sexual orientation, genetic information, marital status, citizenship status or status as a protected veteran. Inquiries or complaints concerning discrimination shall be referred to the College's Title IX Coordinator at: [TitleIXCoordinator@ccri.edu](mailto:TitleIXCoordinator@ccri.edu).

The Jeanne Clery Act requires institutions of higher education to disclose campus policy statements and crime statistics. Our annual report is available here: <https://ccri.edu/campuspolice/pdfs/ASR-Final-92019.pdf>

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