

CENTRAL CHRISTIAN COLLEGE OF KANSAS

POSITION ANNOUNCEMENT: MARKETING DIRECTOR

Founded in 1884, Central Christian College of Kansas (CCCK) offers a Christ-centered four-year college experience to a diverse student body (www.centralchristian.edu). The College's mission is incorporated within each of its 40 areas of study, striving to develop each student's heart, mind, soul, and strength. Located in McPherson, Kansas, on ground students enjoy easy access to a wide variety of activities and service opportunities. Beyond the traditional campus, the College's reach extends around the world through numerous online programs. CCCK is affiliated with the Free Methodist Church of North America and welcomes all students regardless of gender, race, ethnicity, disability or economic status.

Central Christian College is pleased to solicit applications and nominations for the position of **Marketing Director**. Under the supervision of the Chief Operations Officer, the Marketing Director will lead and coordinate brand-aligned marketing efforts for the college and direct assigned staff with respect to project coordination, trademarks and licensing, digital and web strategy, and analytics. This position is the "guardian" of the brand for Central Christian College of Kansas, a master collaborator, and key influencer across the institution. The successful candidate will work in close alignment with leaders from all departments to support their marketing needs and to fulfill the institutions mission for Christ-Centered Education for Character. The position requires strategic use of both internal and external resources to create and implement best-in-class marketing campaigns utilizing various tactics including advertising – digital and traditional, social media, experiential, and more to achieve the goals and objectives of the annual marketing and communications plan. Due to the nature of the institution, this position also is responsible for recruitment of non-traditional and graduate students, generally enrolled through the School of Professional Education and the School of Graduate Studies.

This is a staff position, serving as an exempt 12-month employee. The salary is based on credentials and experience. A generous complement of benefits is offered, including health insurance, vacation, personal time, retirement plan contributions, and tuition remission for the employee and his or her dependents. Beyond those measurable benefits, CCCK is a great place to work, with dedicated faculty and staff serving with whole hearts, shaping the next generation of Christian leaders.

The applicant should consider the missional perspective of the College, before applying. The position requires acceptance and affirmation of the College's evangelical statement of faith and a lifestyle commitment. Additional requirements include:

- Bachelor's degree; Master's Preferred.
- Demonstrate experience, knowledge, and proficiency with software sufficient to support media publications and recruiting initiatives.
- Knowledge of Sales, Marketing, English Language, Administration and Management, Customer and Personal Service, Communications and Media.
- Skills in active learning, active listening, critical thinking, reading comprehension, service orientation, social perceptiveness, time and project management, and communication.
- Vibrant faith, with a commitment to evangelism and discipleship.

Interested candidates should submit a cover letter describing their interest in the position and qualifications for this specific position, a resume or curriculum vitae, statement of faith, and the contact information for three professional references (include phone and email). **All applications and nominations will be considered highly confidential.** All nominations and applications should be mailed electronically to Human Resources: katherine.potter@centralchristian.edu. The position will remain open until filled.

Central Christian College of Kansas recognizes the benefits of maintaining a diverse faculty and staff who can provide a wide spectrum of perspectives and experiences representing the creativity of a loving and innovative God. Central Christian College of Kansas reviews all applications and hires individuals based on their qualifications for the position. Therefore, the College does not discriminate on the basis of race, color, national origin, sex, age, disability, political affiliation, marital status, parental status, or military or veteran status. As a Christian college, affiliated with the Free Methodist Church of North America, Central Christian College of Kansas asserts its right to employ persons who subscribe to the intent, mission, Statement of Faith, and Core Values of the College, as well as the lifestyle expectations articulated in the Free Methodist Book of Discipline (Para. 3000-3430; 2011).