

# CENTRAL CHRISTIAN COLLEGE OF KANSAS

## JOB DESCRIPTION: DIRECTOR OF MARKETING & COMMUNICATIONS

Department: Advancement  
Direct Supervisor: Chief Advancement Officer  
Effective Date: Immediate  
Status: Full-time (12 months), Exempt  
Location: McPherson, KS

### **Job Summary**

The incumbent is responsible for planning, developing, and executing the College's marketing, communication, and public relations efforts. This position requires a significant proficiency for decision-making and time management, working directly with all levels of the campus community, while operating with a high degree of autonomy. The incumbent will manage a broad range of digital marketing and communications efforts, including internet, social media, search engine optimization, and digital media, as well as designing and producing print and collateral materials.

### **Qualifications**

- Bachelor's degree in public relations, marketing, donor relations, or related field
- One to three years of experience in related field, or combination of education and experience commensurate with the requirements of this position
- Ability to effectively communicate, orally and in writing, with diverse audiences, in a professional manner
- Proficiency in standard office software applications
- Expertise in graphic design, website management, social media management/digital marketing, and event promotion

### **Essential Responsibilities:**

- Plans, develops, schedules, executes, and evaluates targeted, cross-channel communication and advertising campaigns, strategies, tools, and tactics to meet college recruitment, donor relations, and communications objectives.
- Coordinates marketing efforts with external vendors and consultants.
- Promotes and maintains the College's presence on social media, other relevant digital platforms, as well as traditional advertising and communication channels such as radio, newspaper, and television. Manages and maintains high-quality content, brand equity, display standards, and usage guidelines.
- Writes and edits college publications, promotional materials, and news releases.
- Continually evaluates marketing and advertising results and implements strategies to consistently improve.
- Provides expertise on current and emerging digital trends, best practices, and technologies. Investigates and understands the various digital platforms used by each of the college's key

target audiences, provides recommendations for integration into college communication practices, and ensures messages are customized, formatted, and delivered optimally.

- Analyzes, reviews, and reports on the effectiveness of campaigns in an effort to maximize results.
- Monitors marketing budget to ensure effective use of funds.
- Provides support for divisional and college-wide events and activities as needed.
- Manages the College's website(s).
- Supports those who represent the College to the public by assisting with presentation development and related written materials.
- Develops project timelines, effectively communicates with stakeholders and manages project elements to meet deadlines.
- Acts as photographer/videographer for the College, shooting, editing and publishing photos and videos that can be used on the official College website, social media sites, in print publications and advertising. Contributes to the College's database of pictures and videos for use in various promotional materials.
- Serves as the liaison to outside community groups and point of contact in the case of a College emergency or crises.
- Performs other related duties as assigned.

**Notice of Non-Discrimination**

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, the College 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 as articulated in the Policies and Procedures Manual.

**Affirmation**

As attested by signature below, I affirm that I have read, understand, and agree to fulfill my duties in accordance with the expectations set herein. I also recognize that this job description is not designed to outline a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time, with or without notice.

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Print Name

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Signature

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Date