



Manager of Marketing and Communications Management; Out of Scope **Level 4**

Last Reviewed: July 13, 2023

Position Summary

Reporting to Vice-President, Programs and Students, the Manager of Marketing and Communications is responsible for leading and implementing strategic marketing and communication initiatives to promote Great Plains College's brand, programs, and services. This role requires a creative and strategic thinker with strong leadership skills, excellent communication abilities, and a deep understanding of marketing trends and best practices in the education industry. The Manager of Marketing and Communications will collaborate closely with various departments within the college to develop and execute integrated marketing campaigns that enhance brand awareness, attract prospective students, engage current students, and foster positive relationships with internal and external stakeholders. Emphasizing the communication aspect, the role will also focus on crafting compelling messaging, managing media relations, and ensuring consistent and effective internal and external communication practices.

Duties and Responsibilities

Marketing and Recruitment

- Develop and implement comprehensive marketing strategies to support the college's goals and objectives.
- Oversee the college's brand identity, ensuring consistency across all marketing materials, digital platforms, video and photography, and communication channels.
- Plan and execute integrated marketing campaigns across various channels, including digital marketing, social media, print media, email marketing, events, and other relevant platforms.
- Conduct market research and analysis to identify trends, opportunities, and target audience preferences, ensuring marketing and recruitment efforts are tailored to effectively reach prospective students and other key stakeholders.
- Monitor and analyze the performance of marketing initiatives, utilizing data-driven insights to optimize campaigns and achieve measurable results.

Communications

- Develop and implement comprehensive internal and external communication strategies to support the college's goals and objectives.
- Craft compelling messaging and oversee the development of communication materials, such as press releases, newsletters, website content, annual report, business plan, strategic plan, viewbook and promotional materials, to effectively convey the college's value proposition and key messages.
- Provide strategic communication support for the executive leadership team
- Develop and implement comprehensive crisis communication strategies to proactively identify potential crisis situations, mitigate reputation risks, formulate crisis response plans, and effectively communicate with internal and external stakeholders.
- Manage media relations, including building and maintaining relationships with journalists, responding to media inquiries, and coordinating media coverage for college events and initiatives.
- Manage the college's online presence, including the website, social media channels, and other digital platforms, to enhance visibility, engagement, and effective communication with target audiences.
- Collaborate with internal stakeholders, such as faculty, staff, and department heads, to develop and deliver effective communication materials that align with program objectives and meet target audience needs.

- Provide leadership and support in arranging special events, including fundraising events, student events and internal events.
- Stay updated on emerging communication trends and platforms to ensure the college's communication strategies remain innovative and effective.

Leadership

- Provide effective leadership to the marketing and communications team, fostering a collaborative and high-performance work environment.
- Mentor and develop team members, promoting their professional growth and ensuring their skills align with the college's marketing and communication goals.
- Collaborate with cross-functional teams, executive management and the manager team to align marketing and communication strategies with the overall objectives of the college.
- Act as a key liaison between the marketing and communication department and other departments within the college, fostering strong relationships and ensuring effective communication and collaboration.
- Demonstrate leadership in driving innovation and staying abreast of industry trends and emerging technologies to enhance marketing and communication strategies.
- Manage and monitor relevant college budgets

It is noted that the duties and responsibilities outlined above are representative, but not all-inclusive.

Knowledge, Skills and Abilities

Candidates must be able to demonstrate:

- Strong leadership abilities and experience in managing teams.
- Excellent written and verbal communication skills, with the ability to convey complex information effectively.
- Demonstrated experience in developing and executing integrated marketing campaigns across multiple channels.
- Proficient in digital marketing strategies and tactics, including social media management, email marketing campaigns, search engine optimization (SEO), online advertising, and analytics.
- Strong understanding of strategic communication principles and practices, with the ability to develop compelling messaging for various target audiences.
- Experience in managing media relations, including building and maintaining relationships with journalists, responding to media inquiries, and coordinating media coverage for college events and initiatives.

Education

- Bachelor's degree in Marketing, Communication, or a related field. Preference may be given to applicants with a Masters Degree.

Experience

- Proven experience (5+ years) in marketing and communication, preferably within the education industry.