



## EMPLOYMENT OPPORTUNITY

**Date: October 2020**

**Open until filled**

If you have questions regarding this position please contact Gina Berquist [ginab@multnomah.edu](mailto:ginab@multnomah.edu), 503.251.5353

### **Job Title: Director of Marketing and Communications**

**Reports To: Vice President of Enrollment Management**

**Mission: *Responsible for oversight and implementation of the University's marketing strategies; digital marketing, communications, and university relations activities – particularly externally as it relates to strategic enrollment initiatives and advancement initiatives. This position initiates and directs a comprehensive marketing program and serves as the chair of the University Marketing Committee. Supervises and directs staff positions within the department and serves on various other key committees as they interface with the public.***

#### **Primary Responsibilities:**

##### **Marketing & Communications**

- Lead the brand identity strategy of the University and implement ways to promote programs
- Develop and maintain benchmarks to measure the success of strategic digital marketing
- Measure and assess the marketing communication efforts; and serve as the institutional expert on the impact of emerging trends in higher education on marketing communications planning
- Represent Multnomah University at all community events as assigned
- Plan, lead and facilitate all University Marketing Team meetings
- Handle all internal and external situations with excellent communication and diplomatic skills
- Coordinate media interest in the University and ensure regular contact with target media. Develop and maintain a media contact list.
- Oversee and manage the appearance of university print and electronic materials such as letterhead, the use of the logo, brochures, etc.
- Coordinate outside vendors of marketing and communication services

##### **Provide Oversight and Leadership for the Marketing Department**

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##### **Website Management**

- Manage and take responsibility for overall website effectiveness, capabilities and content
- Chair the website advisory committee which consists of end users
- Conduct digital analytical research regularly to measure effectiveness of site in reaching prospective students

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#### MULTNOMAH UNIVERSITY

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### **University Strategic Marketing Objectives**

- Prioritize University marketing initiatives according to the top marketing priorities of enrollment and advancement
- Oversee development and propagation of the primary messages needed to communicate the distinctives of the University – primarily through digital means.
- Develop enrollment marketing goals (digitally and traditionally) based on data analysis of student success, program specific needs, capacity and market research for Pacific Northwest demographics in coordination with the Director of Enrollment.
- Develop comprehensive marketing plans for educational programs with integrated venues of print and online advertising, social media and PR campaigns.
- Conduct research via studies, focus groups, surveys, etc. in order to determine the opinions, perceptions, and attitudes of Multnomah's target audience.
- Coordinate the photography and video needs and other relevant activities for University events
- Maintain a strong professional higher education network

### **Qualifications:**

#### **Job-specific Requirements:**

- Bachelor's degree in communications or marketing, or business/Master's degree preferred
- Five to seven years of marketing and communications experience; higher education experience preferred
- Solid computer skills, including experience with the primary Microsoft Office programs
- High comfortability with technology
- Proficient in digital analytics
- Excellent communication skills; communicate clearly and effectively, comfortable with public speaking
- Ability to engage and collaborate effectively with people at all organizational levels
- Clearly committed to Christ and His people as evidenced by a love for His Word and a consistent willingness to serve others
- Possess strong leadership skills
- Available to travel 5% of time
- Demonstrated mature and responsible work habits
- No more than 5% unpaid absenteeism annually

#### **General Employment Requirements:**

Because we believe that professionally qualified, committed Christian personnel are key to the operation of a truly Christian university, and that not only teachers, but all employees, by the pattern of their lives, serve as role models to our students, all employment positions at Multnomah contain the following relating to required personal qualities:

- Employees will have received Jesus Christ as his/her personal Savior. John 1:12
- Employees will be in basic agreement with the institution's doctrinal statement.
- Employees will believe the Bible is God's Word and standard for faith and daily living. 2 Tim. 3:16-17
- Employees will be a Christian role model in attitude, speech and actions towards others. This includes being committed to God's biblical standards for morality and sexual conduct. 1 Tim. 4:12, Luke 6:40, Col. 3:17, Titus 2:7-8, 1 Thess. 2:10 and 5:22.
- Employees will be actively involved in a local church.

**This is a full-time professional staff position with benefits including medical options, dental, vision, life insurance and disability benefits, also paid holidays, vacation accrual and sick time all beginning the first day of the month following one month of employment. A generous Employee Tuition Grant is available after 1 year of employment.**

**To apply visit: [www.multnomah.edu/careers](http://www.multnomah.edu/careers)**

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