



EMPLOYMENT OPPORTUNITY

Date: May 2021

Open until filled

If you have questions regarding this position, please contact Jenae Laing jenaelaing@multnomah.edu, 503.251.5355

Job Title: Director of Marketing Communications

Do you see opportunities where others see obstacles? Are you a builder of people and teams? Do you believe stories can win hearts and fuel decision making? Are you passionate about the role of Christ-centered education in the lives of students? If you enthusiastically answered yes, then this is the job for you.

As Multnomah University's Director of Marketing Communications, you will bring change and leverage your expertise to inspire people to fall in love with Multnomah. You will lead a team to achieve results, cultivate an innate understanding of student needs and desires, deliver a compelling brand story, and measure performance toward university goals.

Our transformational community keeps the Bible at the core of our work to develop future leaders for lives of influence and service. Multnomah has a rich history and a bright future; your passion and talents will help drive us forward.

We need a collaborative leader who isn't afraid of taking risks and believes in the transformational power of people working together toward shared goals. If this describes you then we can't wait to review your application.

Primary Responsibilities:

- Strategically lead the department and coordinate with external contractors to empower growth and results through a winning culture.
- Design and implement comprehensive marketing strategies to create awareness of the Multnomah brand and our unique offerings.
- Prioritize marketing initiatives to achieve enrollment goals of the university.
- Oversee development of key messages needed to communicate the distinctives of the University.
- Advance the brand by directing creative work to sell the Multnomah vision.
- Manage advertising to position the university for success.
- Monitor and manage key performance indicators.
- Partner with other campus leadership to reach prospective students. Advise executive leadership on branding and high-level marketing needs.
- Manage budgets and allocate resources to maximize outcomes
- Oversee public relations strategy and execution

Qualifications:

Job-specific Requirements:

- Bachelor's degree required
- Five to seven years of marketing experience; higher education experience preferred
- Ability to hire and coach employees and teams to maximize potential
- Excellent communicator with a deep understanding of people
- Ability to engage and collaborate effectively with people at all organizational levels
- A proven-track record of results
- Experience using market research or data for decision making
- Comfortable in fast-paced environment with aggressive goals
- Understanding of marketing metrics and brand building
- Proficient time manager with analytical abilities
- History of managing projects
- Clearly committed to Christ and His people as evidenced by a love for His Word and a consistent willingness to serve others

MULTNOMAH UNIVERSITY

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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

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