

Job Description Kingswood University

- Position Title:** Director of Marketing
- Classification:** Permanent, Full-time, Twelve month
- Responsible To:** Vice President for Enrolment & Marketing
- Purpose:** To provide strategic leadership and direction to enhance the University's reputation and awareness among its various constituencies with the goal of advancing Kingswood's strategic goals and objectives; and to strengthen support for the University and its mission. This is to be accomplished through branding, digital and print marketing, and marketing communications.

Responsibilities:

- Develop and implement, in conjunction with the VP E&M, a comprehensive and integrated strategic marketing plan for internal and external constituencies to promote the image and mission of the University.
- Provide hands-on leadership to the components of a marketing program, including, but not limited to, graphic design, market research, branding, writing, photography, videography, social media, and website design.
- Cultivate trust-based relationships across the University, especially with Enrolment, Donor Engagement, Academics, and the President's Office, to develop marketing outcomes, establish and implement strategies to meet those outcomes, and measure success.
- Create and oversee a marketing team, utilizing internal and external resources, that provides Kingswood with all the resources required to implement an efficient and effective marketing plan.
- Establish an overall culture of excellence in all aspects of Kingswood's marketing that strives for professionalism and to deliver world-class products and services.
- Develop and manage the marketing budget ensuring that the University receives the highest quality marketing for the lowest price.
- Foster internal support for campus-wide marketing efforts, including inspiring loyalty for the KU brand proposition, and build a sense of ambassadorship among members of the KU family.
- Regularly assess marketing effectiveness, evaluate new opportunities, and make adjustments to meet changing market conditions and to achieve goals.
- Assure that market intelligence is received and analyzed to facilitate better integrated marketing communication decision-making.
- Build and develop the University Marketing department's capabilities and tools to ensure effectiveness.
- Ensure all integrated marketing and brand development opportunities being pursued are consistent with the University's strategy.
- View position as a ministry, including attending chapel and mentoring students in their Christian walk as opportunities arise in the fulfillment of responsibilities.

Qualifications:

- A degree in marketing and at least ten years of progressive experience in the field with preference given to experience in higher education.
- Knowledge of all aspects of marketing, communications and public relations.
- Ability to pursue, manage, and monitor multiple integrated marketing opportunities simultaneously to meet performance goals.
- Project management and additional skills related to marketing which could include website development/management, content creation, storyboarding, graphic design, videography, photography, etc.
- Proficiency in popular social media platforms and ability to generate analytic data measuring its impact.
- Ability to interpret analytic data to make informed decisions and optimize returns on investment.
- Director-level skills and experience including self-motivation, goal accomplishment, and work prioritization.
- Strong leadership and supervisory abilities.
- Collaborative mindset, including ability to lead, manage, or participate in cross-functional teams.
- Good interpersonal communication skills including listening, relating, diplomacy, tact and creative problem solving.
- Positive personal characteristics of attitude, flexibility, initiative, persistence, professional appearance and presentation, and team spirit.
- Strategic thinker.
- Willingness to actively engage with resources and attend virtual and in-person training events to stay current with rapidly changing technology, techniques, and strategies.
- Understanding of and ability to communicate Christian values and beliefs to students.

Values:

- Exemplary Christian Character and lifestyle in agreement with the membership commitments for leaders of The Wesleyan Church and ministry and mission focus of the University.
- Genuine and evident love for other persons demonstrated by consistent spirit of kindness, compassion and respect for all other persons, including maintaining a non-intimidating, harassment-free work environment.
- Integrity and moral excellence, with life above reproach.
- Commitment to enthusiastically assist in fulfillment of Kingswood University's mission.

General University Information: Kingswood University is owned by The Wesleyan Church. The mission of Kingswood is to serve Jesus Christ by strengthening the local and global church through forming Christ-like servant leaders in a community that creatively blends academic excellence and practical ministry experience with intentional spiritual formation.

Direct resumes to:

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