

## UNIVERSITY ADVANCEMENT

### *Marketing and Communications Director*

#### **Institutional Mission:**

Southwestern Assemblies of God University exists to equip students spiritually, academically, professionally, and cross-culturally for their God-given careers and callings.

#### **Position Overview:**

The Marketing and Communications Director collaborates with the VP of Advancement to provide guidance to the marketing department; evaluates and develops marketing and communication strategies; plans and coordinates marketing efforts; and measures marketing and advertising performance. The Marketing and Communications Director supports all aspects of the university while key focus is on Admissions, providing materials and resources; and also supports Advancement and Alumni Relations in fundraising and development efforts.

The Director also manages Public Relations. This includes serving as the primary contact for crisis communication; responding to media inquiries and assisting the President with appropriate public responses.

#### **Responsibilities**

##### **Marketing:**

- Manages projects for annual marketing initiatives and guides day to day activities of the marketing team;
- Develops and implements strategic marketing plans;
- Implements advertising strategies, including creation of new campaigns, digital advertising, and social media;
- Establishes performance indicators and measures performance of annual marketing strategies;
- Collaborates with Admissions to meet recruitment objectives;
- Assists Admissions with annual communication audits and provides creative services as needed;
- Provides support to Alumni and Advancement for fundraising and development efforts;
- Collaborates with the Deans of the colleges within the university for strategic recruitment initiatives;
- Manages social media presence and directs stakeholders to improve social media reputation;
- Analyzes competitive environment and market trends;
- Oversees university website and digital strategies.

##### **Communications:**

- Serves as primary representative for crisis response and media inquiries;
- Brand strategy and management to ensure consistency in public appearance;
- Directs social media team to appropriately respond to social media questions, inquiries and concerns;
- Supports President through appropriate public relations responses;

- Develops university public relations policies and manages university style guide;
- Maintains editorial control on all marketing and public relations collateral;
- Manages press release and social media content calendars;
- Prepares and edits organizational publications, including newsletters, magazines and thought leader content.

**Administrative:**

- Prepares and presents annual Marketing budget to the Vice President of University Advancement; balancing needs of Admissions, Alumni and Advancement;
- Completes the annual assessment record in accordance with university guidelines.

**Qualifications**

- Faith, service and lifestyle that meets University expectations (See IPM sections: “Statement of Core Values,” “Doctrinal Statement,” “Christian Standards,” “Lifestyle Standard.”)
- 5+ years marketing communications experience;
- 2+ years digital marketing experience (e.g. Google Adwords, Facebook Blueprint, etc.) preferred
- Ability to manage personnel, resources, and job responsibilities;
- Familiarity with Associated Press guidelines;
- Proficiency with Adobe Creative Suite;
- Strong writing and editing proficiency;
- Experience with digital and social media analytics tools preferred;
- Experience with Marketing Automation Systems, Customer Relationship Management Systems, and Web Content Management systems a plus.
- Minimum Bachelor’s degree
- Attends an Assemblies of God church preferred

**Supervisory Responsibilities**

- Oversees and manages Marketing and Public Relations personnel.

**Reports to:** Vice President of University of Advancement

**Contact:** Human Resources at [humanresources@sagu.edu](mailto:humanresources@sagu.edu)

**Application Process:** Applications are available at [www.sagu.edu/employment](http://www.sagu.edu/employment). Incomplete forms will not be accepted. Your resume may be included when submitting the application to the Human Resources Office.

**Fair Labor Standards Act**

This position is not exempt from overtime.