

**COLORADO NORTHWESTERN COMMUNITY COLLEGE
JOB DESCRIPTION**

POSITION TITLE: Director of Marketing

DEPARTMENT: Marketing

REPORTS TO: President

SUPERVISES: N/A

FLSA: Exempt X Non-Exempt _____

DOCUMENT STATUS: New/Date: _____ Revision #: 1 Date: 11-19-2018

TRAVEL: Travel is required

SICK LEAVE: 10 hours/month ANNUAL LEAVE: 15 hours/month

COLLEGE-WIDE X CAMPUS: _____ RANGELY _____ CRAIG

***Though a college wide position, this position will have a home office on the Rangely Campus.**

ABOUT COLORADO NORTHWESTERN COMMUNITY COLLEGE

Colorado Northwestern Community College (CNCC) fosters educational excellence and student success, prepares students for local global citizenship, anticipates and responds to the needs of surrounding communities, and contributes to evolving regional economic development. CNCC is a small, rural community college located in Northwest Colorado with campuses located in Rangely, CO and Craig, CO. Please visit the CNCC website at www.cncc.edu for application submission details. **Review of applications will begin immediately.**

GENERAL SUMMARY:

This position is responsible for leading the marketing functions of the College, planning and executing a comprehensive, proactive strategy that advances the College's mission and vision by building support for the institution and the College brand, defining target audiences and promoting Colorado Northwestern Community College's (CNCC) major initiatives, programs, services and events to generate interest among potential students in attending CNCC. This position works with other Departments to plan and implement marketing strategies that support efforts to reach and engage CNCC's target audiences, which include the community, government policy makers, the media, alumni and friends, students, employees and business and community leaders.

PRIMARY DUTIES:

1. Develop and manage the College's brand and creative strategy, establishing standards to protect them and overseeing their implementation in all of the College's mass communications.
2. Coordinate the layout, design and advertising to be printed in newspapers as well as other publications and promotional materials.
3. Maintain, update, and enhance digital marketing and advertising.
4. Work with Program Directors to identify advertising and marketing opportunities as well as web content.
5. Develop effective relationships with the local community stakeholders to assess appropriate community and event sponsorships and activities.
6. Forecast, administer and maintain the Marketing Department budget.
7. Evaluate the effectiveness of the various College wide marketing activities and make adjustments based on the analysis.

8. Responsible for the artistic design and content of the website, including updating information to ensure accuracy.
9. Represents the College at state, regional and national meetings related to areas of marketing, media as directed.
10. Establishes priorities for work assignments, monitors progress, reviews work products and ensures products are delivered in a timely manner.
11. Serves as the primary custodian of marketing projects processed through the department, which includes coordinating all aspects affecting the final product and monitoring project budgets.
12. Responsible for creating, maintaining and updating digital signage on both campuses.
13. Coordinate the photography for various departments and athletic events.

ESSENTIAL SKILLS, ABILITIES & KNOWLEDGE:

- The ability to travel between all campuses and service areas. The successful applicant must have a valid driver's license as a condition of hire.
- The ability to work with minimal or no supervision, be dependable and self-motivated.
- Must be able and willing to work in a collaborative team environment.
- Must be able to pass a pre-employment background and reference check as a condition of hire.
- Knowledge of the computer software relative to the position.

MINIMUM/ESSENTIAL QUALIFICATIONS:

1. **Education and Training:** Bachelor's Degree – Marketing or related field
2. **Prior Related Experience:** 3-5 years of experience required
3. **Licensure/Certification:** N/A
4. **Equipment Skills:** Computers/Cameras/Printers/Adobe Creative Suite/HTML
5. **Other Qualifications:**
 - Graphic Design
 - Web Content Management

PREFERRED QUALIFICATIONS:

- Education and Training: Master's Degree – Marketing or related field
- Equipment/Software Skills: 3-D Printers & CSS/CMS/SEO

APPLICATION INSTRUCTIONS

All interested and qualified applicants are asked to submit a cover letter, resume and three letters of recommendation, along with a completed Colorado Northwestern Community College application for exempt employment, to human.resources@cncc.edu located at <https://www.cncc.edu/human-resources/employment-opportunities-2/>.

Colorado Northwestern Community College is an Equal Opportunity Employer

ESSENTIAL FUNCTIONS

In an 8 hour workday, this job requires:

N/A = Not Applicable

R = Rarely (less than 1/2 hour per day)

O = Occasionally (1/2 - 2.5 hours per day)

F = Frequently (2.5 - 5.5 hours per day)

C = Continually (5.5 - 8 hours per day)

Physical Requirements	N A	R	O	F	C	Describe any job duty that requires repetition or a unique application of the activity.
Sitting				X		
Stationary Standing				X		
Walking				X		
Ability to be Mobile					X	
Crouching (bend at knees)				X		
Kneeling/Crawling				X		
Stooping (bend at waist)				X		
Twisting (knees/waist/neck)				X		
Turn/Pivot				X		
Climbing			X			
Balancing				X		
Reaching Overhead				X		
Reaching Extension				X		
Manual Dexterity				X		
Pushing/Pulling						
1 - 10 lbs.				X		
11 - 20 lbs.				X		
21 - 35 lbs.			X			
36 - 50 lbs.			X			
51 - 75 lbs.		X				
76 - 100 lbs.		X				
Lifting/Carrying						
1 - 10 lbs.			X			
11 - 20 lbs.			X			
21 - 35 lbs.			X			
36 - 50 lbs.		X				
51 - 75 lbs.		X				
76 - 100 lbs.	X					

Other physical demands:						
Sensory Requirements	N A	R	O	F	C	Describe any job duty that requires repetition or a unique application of the activity.
Talking in Person					X	
Talking on Telephone					X	
Hearing in Person					X	
Hearing on Telephone					X	
Vision for close work					X	
Other Sensory Requirements					x	
Environmental Requirements	N A	R	O	F	C	Comments
Safety requirements (i.e. clothing, safety equipment required, activities performed)			X			
Exposures (i.e. fumes, chemicals, vibrations, humidity, cold, heat, dust, noise, blood & body fluids)		X				
Operation of equipment, tools, vehicles			X			
Required hygiene standards (food handling, clean, contaminated, and sterile equipment, etc.)	X					
Other environmental requirements:	X					

This Job Description reflects Colorado Northwestern Community College’s best effort to describe the essential functions and essential qualifications of the job described. It is not an exhaustive statement of all the duties, responsibilities or qualifications of the job. This document is not intended to exclude an opportunity for modifications consistent with providing reasonable accommodation. This is not intended to be a contract. Your signature indicates you have read this Job Description and understand the essential functions and essential qualifications of the job.

Employee Review: _____ Date: _____

Supervisor Review: _____ Date: _____