



## **EXECUTIVE DIRECTOR OF MARKETING, COMMUNITY & COLLEGE ENGAGEMENT**

### **FULL-TIME, CONTRACT**

Eastern Gateway Community College welcomes applications for the Executive Director of Marketing, Community and College Engagement. The Executive Director of Marketing, Community and College Engagement directs and coordinates all student and community related activities and functions and coordinates marketing efforts with the college's advertising and marketing agency. The executive director promotes the growth and development of all students by providing social, cultural, recreational, and educational opportunities. The executive director creates, develops, coordinates, implements and supervises the College's marketing, advertising and public relations programs and community relations to ensure the College's community, regional, and state presence. The executive director serves on departmental, divisional, and college committees as requested. This position is based at our campus located in Steubenville, Ohio.

Eastern Gateway Community College offers a generous benefit package, including, medical, vision, dental, short-term/long-term disability, sick/vacation leave and life insurance. Salary is based upon experience and commensurate with our salary administration plan.

#### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Organize and coordinate student activities.
- Facilitate the development of new programming initiatives and/or changes that are responsive to the needs and interests of the student population.
- Serve as advisor and Ad Hoc advisor to all other student groups to assist these groups in achieving their publicly stated goals and in abiding by pertinent college regulations.
- Assist students in forming additional clubs and groups and in conducting activities which contribute to the quality of campus life within the parameters of the college's mission, policies, procedures and budget.
- Assist student groups and their sponsors in planning and organizing campus activities.
- Promote the creation of and development of new clubs and help identify potential club advisors among existing campus personnel. Also, provide resources/training for club advisors.
- Supervise and assist in the evaluation of all student group advisors.
- Plan, coordinate and supervise the preparation and dissemination of publications related to student groups, and activities. Edit flyers, posters, literature and other materials prepared by student groups for on and off-campus distribution. Implement and oversee processes for posting/distributing of materials and electronic media on campus as requested.
- Participate in the development of marketing strategies to promote campus activities and services to maximize student involvement.

- Work with faculty to develop services and learning activities designed to encourage good citizenship and support instructional programs.
- Develop and monitor the student group and campus activities budgets, as well as review and approve group activity requests and contracts.
- Facilitate, promote and assist with student recognition/award presentation events.
- Develop and maintain a student handbook on how to form a club, with general information for officers, advisors and potential group members.
- Assist student groups with the development and preparation of annual budget proposals, audit reviews and year-end reports.
- Identify and pursue supplemental fund raising activities (gifts, grants, sponsorships, etc.) to support programs, student leadership development and group initiatives.
- Coordinates the College's marketing and advertising programs to parallel the goals and mission of the College.
- Coordinates and sustains all aspects of internal and external communications, including news media relations, a diverse array of print/electronic publications, web site, and social media initiatives.
- Plans and coordinates all relevant activities for special college and community events. Serves liaison with community groups and organizations; will require regular evening and weekend participation in community sponsored activities.
- Coordinates the creation and implementation of a strategic plan for the marketing and community relations functional area at the College.
- Reviews, maintains and evaluates the budget for the marketing and community relations functional area.
- Develops programming strategies for community engagement.
- Develops outcomes for all functional areas, monitors assessment of those outcomes, and develops plans of action for improvement based on the assessment of those outcomes.
- Assists with the development, implementation, monitoring, and revision of policies and procedures relating to the marketing and community relations functional area.
- Monitors budgets, maintains accurate records of contracts, receipts, and expenditures.
- Supervises the development of publicity materials for activities including event marketing, promotion and publicity.
- Assist with new student orientation.
- Provide coverage as needed for Youngstown campus for community related activities.
- Evening and weekend hours as necessary.
- Other duties as assigned.

#### **EDUCATION & EXPERIENCE:**

- Bachelor's degree from an accredited college or university, with a concentration in communications, marketing, journalism, or related field.
- One to three years' experience in community and special event planning, along with experience in coordinating student group and activities preferred.
- The candidate should demonstrate administrative, supervisory, and/or organization experience.

### **SKILLS & ABILITIES:**

- Demonstrated ability to work collaboratively with others.
- Demonstrated ability to provide leadership and counsel to multiple student groups.
- Demonstrated sensitivity to diversity and multicultural issues.
- Excellent computer skills; verbal and written communication skills; interpersonal skills needed to deal effectively and courteously with students, administrators, the public, and academic and technical faculty.
- Sensitivity to the expectations of students, faculty, and staff.
- Demonstrated ability to maintain high standards of personal conduct, take responsibility for one's own behavior and exercise good judgment.
- Demonstrated ability to show respect for others, relate to people in a friendly, accepting manner, be a team player, and make timely and sound decisions.
- Must be able to perform independently during variable working hours including evenings and weekends.
- Must be self-motivated and able to function effectively without day-to-day supervision.
- Must display a commitment to the philosophical mission of the college.

Resumes and the names, addresses and telephone numbers of at least three professional references should be sent to:

**Joshua Martin**

[jmartin@egcc.edu](mailto:jmartin@egcc.edu)

\*Internal applicants should include an Employee ID number in their letter of intent.

Applications will be accepted until this position is filled.

Eastern Gateway Community College does not discriminate on the basis of race, color, religion, ancestry, national origin, sex, age, disability, veteran status, military status, gender identity or expression, genetic information, or sexual orientation. The College will promote equal opportunities to all employees, applicants for employment, students, and student applicants for admission to the College through a positive and continuing affirmative action program. Eastern Gateway Community College will fully comply with all federal, state, and local laws and regulations to guarantee equal opportunities. All contractors of this College will comply with existing federal and state regulations concerning equal employment opportunities and affirmative action. Eastern Gateway Community College is an equal opportunity institution.