

**EXECUTIVE DIRECTOR OF MARKETING, ALUMNI & PUBLIC RELATIONS**  
**FULL-TIME, CONTRACT**

Eastern Gateway Community College welcomes applications for the *Executive Director of Marketing, Alumni and Public Relations*. This position reports to the President and directs and coordinates all alumni and community-related activities and functions and coordinates marketing efforts with the college's advertising and marketing agency and reports directly to the President. 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. In addition, this executive director is responsible for the planning and implementation of programs and projects that strategically engage alumni in advancing the goals of the college. This executive director would also partner with the Advancement Office to identify, cultivate, solicit and steward alumni giving. 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 benefits package, including, medical, vision, dental, short-term/long-term disability, sick/vacation leave and life insurance. Salary is based on experience and commensurate with our salary administration plan.

**ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Develop and cultivate an Alumni Association.
- Identify, create and administer an annual alumni giving campaign.
- Plan, implement and promote alumni programs that support the Institute's strategic plan as well as the goals of the EGCC Foundation in collaboration with the Office of Institutional Advancement.
- Ensure accurate and complete alumni database records; capture contact, biographical and career information of alumni via surveys, projects (e.g. alumni directory), correspondence, website, postal returns, etc.
- Educate graduating students about alumni benefits and engage them in programs.
- Raise funds for select special projects and events in collaboration with the EGCC Foundation and Office of Institutional Advancement.
- Plan, coordinate and supervise the preparation and dissemination of publications related to the college.
- 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 academic programs and campus events.

- 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, website, and social media initiatives.
- Manage all official college social media platforms.
- 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 alumni, marketing and community relations functional areas at the College.
- Reviews, maintains and evaluates the budget for the Alumni, marketing and community relations functional areas.
- 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 alumni, 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.
- Provide coverage as needed for Youngstown campus for community-related and public relations activities in collaboration with the President and Vice President of the Youngstown Campus.
- 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.
- Five – Seven years' experience in marketing and public relations, along with experience in fundraising.
- 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 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:

**Human Resources**  
[careers@egcc.edu](mailto:careers@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.