



Director of Marketing

Summary:

The Marketing Director leads the strategic marketing functions of the College, planning and executing a comprehensive, proactive, and creative strategy that advances the College's mission and goals by building support for the institution and the College brand, defining target audiences, developing potential student leads, and promoting Dixie Tech's major initiatives, programs, services and events. Plan and implement marketing strategies that support efforts to reach and engage target audiences, which include potential students, the community, government policy makers, the media, alumni and friends, students, employees and business and philanthropic leaders.

Required Duties and Responsibilities:

- Along with the College's executive team, develop the College's marketing vision and strategy. Execute the strategy enthusiastically, creatively and systematically.
- Manage and coordinate all College marketing, advertising and promotional activities
- Develop and manage the College's brand, marketing and creative strategy, establishing standards to protect them and overseeing their implementation in all of the College's mass communications
- Work with the Student Services and Recruiting Departments to develop student leads
- Manage the full scope of activities related to the development and dissemination of a variety of marketing and communication tactics and materials developed and produced through the department, which includes the College annual report and other publications, videos, events, promotional partnerships, brochures and other printed collateral, print, TV, radio, and outdoor advertisements, Internet marketing, direct mailings, talking points, scripts, image development and design, research, and/or other applicable items
- Direct and participate in reviewing and editing written materials, media buying, talent selection and scheduling, working with staff on social media activities, working with the web team on dixietech.edu website issues and/or other related items
- Develop and maintain various print and electronic media related to on-campus and off-campus marketing initiatives
- Communicate effectively through oral and written mediums
- Develop creative concepts, messages, and visual appearances to achieve desired objectives and College branding
- Analyze and interpret data and information and making appropriate recommendations based on findings
- Prepare a variety of reports, including statistical analysis
- Manage marketing budget and personnel
- Create and maintain templates and style guides for various reports and forms.
- Select, hire, and manage freelance talent, including consultants, writers, photographers, and media buyers. Manages relations with applicable contractors and contracts with external service providers
- Represent the College at state, regional and national meetings related to areas of marketing, media, and public relations as directed

- Manage and maintain the Dixie Tech “look” throughout all departments and building
- Compliance with Dixie Tech Policies and Procedures
- Other duties as assigned

Requirements and Qualifications:

- Bachelor’s Degree required
- Master’s Degree in a related field preferred
- Five years of marketing experience required
- Knowledge of marketing and social media practices
- Prefer knowledge of SEO optimization
- Ability to communicate with staff and colleagues; read texts and materials; operate personal computer and audio-visual equipment; stand or sit for up to one to three hours at a time; drive to off-site meetings or conferences; move around campus for meetings
- The employee is occasionally required to sit, stand, reach, lift, bend, kneel, stoop, climb, push and pull items weighing 25 pounds or less. The position requires manual dexterity; auditory and visual skills; and the ability to follow written and oral instructions and procedures

This is a full-time salaried position with a competitive salary that includes generous benefits:

- Medical and dental coverage
- Employer contributions to Health Savings Account
- Employer contributions to 403(b) account
- Salaried employees do not pay Social Security taxes
- Employer provided life insurance, AD&D, LTD, etc.
- Paid vacation, sick leave, college breaks

The State of Utah is an equal opportunity employer. Hiring is done without regard to race, color, religion, national origin, sex, sexual orientation, gender identity, age or disability.

Employees and potential employees are subject to a criminal background check and drug testing. This position is exempt under the Fair Standards Labor Act.

While we thank all applicants for applying, only those being actively considered for employment will be contacted during the selection process.

The position is open until filled. Email a resume to [hiring@dixietech.edu](mailto: hiring@dixietech.edu).