

JOB DESCRIPTION

Position: Director of Marketing & Communication
Full time/12 months
Anticipated salary \$70,000

Reports to: President

Description of Mission Impact:

Houghton University provides an academically challenging, Christ-centered education in the liberal arts and sciences to students from diverse traditions and economic backgrounds and equips them to lead and labor as scholar-servants in a changing world. The Director of Marketing and Communication reports to the President and leads the Marketing team in promoting Houghton's programs, offerings, image, and reputation as NY's leading evangelical Christian University by managing the creative voice and brand of the University in electronic, printed, and spoke forms, serving as the University's primary news contact.

Essential Functions:

- **Brand Management.** The Director will work with a variety of stakeholders across the campus to develop, maintain, and fiercely protect the institutional brand. This work will include the use of various strategies to increase overall brand awareness.
- **Market Research.** The Director will gather crucial information and data that identifies key competitors and demand in the larger marketplace in consultation with the VP for Enrollment.
- **Develop, implement, and maintain admission marketing campaigns.**
- **Lead and manage the Marketing/Communication area of the University including the following functions:** marketing, advertising, media relations, creative services, web development and maintenance, all social channels, and all external communication needs of the University.
- **Works closely with members of the Marketing/Communication team in the accomplishment of institutional goals and objectives.**
- **Develops and executes an integrated marketing plan that seeks increased admission applications, increased donors, and an increased regional and national media presence through public relations and advertising.** Where appropriate and applicable, will work in consultation with the Director of Athletics and/or the Vice President for Advancement and External Engagement.
- **Facilitates the development and promotion of content about Houghton's programs, people, events, and other information that enhances the University's image/reputation while supporting the institution's overall mission and purposes.**
- **Serves as point of contact for all crisis or situational communication needs of the University.**
- **Promotes and assists in events and special activities related to Houghton University.**

Success Profile:

Individuals ideally suited for this position will exhibit the following behaviors and competencies:

- **Creativity and vision:** Facilitates the development of vision, strategy, and tactics toward the accomplishment of goals
- **Communication and collaboration:** Must possess excellent communication skills and the ability to work collaboratively, both within and outside of the department
- **Organization, Time Management, and Attention to Detail:** Must be well-organized, responsible, and consistent, employing excellent time-management and prioritization skills
- **Approachability:** Should convey a caring and respectful attitude toward others and have excellent interpersonal skills
- **Pace:** Must be able to work under pressure and multi-task in a fast-paced environment
- **Accountability and accuracy:** Must have careful attention to detail and accuracy
- **Leadership and supervision:** Provides leadership and oversight, directing and motivating marketing staff to achieve departmental goals and objectives.

Minimum Requirements:

- Possess a personal Christian faith that is reflected in one's professional and personal life and be supportive of and committed to the institution's promotion of the doctrines of The Wesleyan Church so that no teaching or behavior is contrary to them
- Minimum of bachelor's degree, preferably in area like journalism, communications, public relations, integrated marketing, or a related field.
- Five to seven years of experience working in a marketing/communication area involving elements of media, design/content creation, advertising, and general marketing skills.
- A minimum of two to three years of supervisory experience, with a proven track record of leading, directing, and motivating marketing staff to achieve set goals.
- Experience in digital marketing and social media.
- Disciplined, enthusiastic, highly-energetic self-starter.
- Organizational skills to balance multiple projects and tight deadlines
- Ability to interact well with all levels of staff, faculty, administration, students, media, and other external audiences.
- Demonstrated skills in management.
- Exemplary communication and interpersonal skills.
- Strong work ethic.
- Cooperative demeanor.

Houghton University is a Christ-centered, liberal arts and sciences institution of The Wesleyan Church, an evangelical holiness denomination rooted in the teachings of John Wesley. All employees are expected to share a set of values, convictions, and commitments that guide our life together. The University expects that all faculty and staff will respect the University's Vision of our Common Life, Doctrinal Statement, Wesleyan beliefs and core values, and adhere to its lifestyle expectations.

Application Procedure:

To apply please submit the following materials via email to: jobs@houghton.edu.

- (1) Cover Letter
- (2) Resume
- (3) 3 References
- (4) Answers to the following questions:

Please review the following documents:

<https://www.houghton.edu/a-vision-of-our-common-life/>

<https://www.houghton.edu/doctrinal-statement/>

<https://www.wesleyan.org/about/our-beliefs>

1. Please provide a brief description of your journey to personal faith in Jesus Christ and subsequent growth.
2. Please identify the church where you currently attend. In what ways are you currently participating in your local church or fellowship?
3. Are there any areas of Houghton's beliefs or practices that you find challenging or problematic? If yes, please explain.