



Director of Marketing and Communications

Thaddeus Stevens College of Technology has an opening for the Director of Marketing and Communications.

As the Director of Marketing and Communications you will plan, develop, and implement the college's marketing, marketing communication, and advertising strategies to advance the college's visibility, enrollment potential and relationships with internal and external constituents. Promote the mission and programs of college through written and electronic media.

JOB REQUIREMENTS

- Identify key strategies to enhance the college identity and presence to both internal and external communities. Plan, develop, and implement college-wide marketing advertising, and media placement strategies. Develop, recommend, and manage annual budget for marketing and advertising.
- Plans, develops, and implements marketing and coordinates strategies and tactics for college Websites and Internet. Collaborates to develop messages, designs, and content that communicate college marketing and communication goals. Serves as the principal writer for college marketing and communications.
- Directs college's advertising, graphic design and printing, and brand identity.
- Develops and designs materials for all areas of the college.
- Works on the development of information campaigns that market, communicates and strengthens the image and reputation of the college to a diverse set of constituents including prospective and current students, parents, alumni, and donors.
- Works closely with the Office of Admissions to promote all programs of study. Develops advertising to reach prospective students.

MINIMUM QUALIFICATIONS

- Bachelor's degree in marketing, communications, public relations or related field.
- 3-5 years of professional experience in marketing, public relations or marketing and advertising. Educational marketing is preferred.

CONDITION OF EMPLOYMENT

- Must be willing and able to perform some night/week-end work for events, including but not limited to athletic events, open-house, registration, home-coming, banquets and graduation.

Please send letter of application and resume to Sue Emswiler, Human Resource Specialist, Thaddeus Stevens College of Technology, 750 East King Street, Lancaster, PA 17602 or email at emswiler@stevenscollege.edu.

For information about Stevens, visit the web site at www.stevenscollege.edu

Thaddeus Stevens College of Technology is an Affirmative Action and Equal Employment Opportunity Employer. Women and minorities are encouraged to apply.

The review of applications will begin October 1, 2018 and continue until the position is filled.