

## **GORDON COLLEGE**

### *Position Description*

**Title: Assistant Director of Marketing and Communications**

**Function:** The Assistant Director of Marketing and Communications advances Gordon College's enrollment and institutional marketing goals through strategic campaign planning, creative content development, and coordinated communications execution.

Reporting to the Associate Vice President of Enrollment Marketing, this role serves as a key account manager and marketing generalist supporting both undergraduate and graduate enrollment initiatives, while also contributing to broader institutional marketing priorities. The Assistant Director works closely with undergraduate admissions and graduate program directors to ensure our marketing team can develop and execute communications strategies that strengthen the College's brand awareness, engage prospective students, and support all recruitment objectives.

The Assistant Director combines strong organizational and project management skills with creative storytelling and audience-focused communication strategies. Prior experience in higher education marketing or communications is preferred.

**Description of Duties and Tasks:**

- **Leads Strategic Marketing and Communications Initiatives**
  - Develops and manages integrated marketing and communications plans supporting undergraduate, graduate, and institutional initiatives.
  - Serves as an account manager for assigned enrollment and institutional marketing projects, ensuring alignment with strategic priorities, timelines, and brand standards.
  - Collaborates on behalf of the marketing team with academic departments, program directors, enrollment team members, and campus partners to identify marketing opportunities and communication needs.
  
- **Develops Multi-Channel Marketing Campaigns**
  - Drives management of marketing campaigns across digital, print, email, web, and social media.
  - Works with marketing team members to create compelling written and visual content tailored to prospective students, families, and other target audiences.
  - Coordinates digital advertising initiatives, including paid social and digital campaign assets, with our Agency of Record.
  - Supports the development of print collateral, promotional materials, and recruitment communications.

- **Supports Institutional Communications and Enrollment CRM Strategy**
  - Develops and manages communication flows supporting institutional communication, prospective student engagement, and enrollment goals.
  - Works within CRM platforms, such as Slate and Salesforce, to support communication strategy, audience segmentation, and campaign execution.
  - Coordinates email marketing initiatives and targeted communications across enrollment populations.
  - Tracks campaign performance metrics and recommends optimizations based on engagement and enrollment data.
  - Maintains strong attention to detail in communications, scheduling, and project execution.
  
- **Promotes Events and Institutional Engagement**
  - Supports marketing and promotional efforts for recruitment events, conferences, summer residencies, and institutional initiatives.
  - Coordinates communication plans and promotional timelines for event marketing campaigns.
  - Collaborates with campus partners to ensure successful event promotion and audience engagement.
  - Assists with on-campus event execution and post-event communications as needed.
  
- **Contributes to Brand and Internal Communications Efforts**
  - Supports institutional storytelling and brand awareness initiatives across the College.
  - Develops internal communications and promotional messaging aligned with Gordon College's mission and strategic priorities.
  - Ensures consistent voice, tone, and visual identity across assigned projects and communications.
  - May supervise student workers, interns, or project-based contributors supporting marketing initiatives.

### **Required Knowledge, Skills and Abilities**

To fully perform the above functions, the incumbent must possess the following knowledge, skills, and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

- Bachelor's degree in marketing, communications, public relations, or related field required
- Prior higher education marketing or communications or prior agency experience preferred
- Strong project management and organizational skills with the ability to manage multiple priorities simultaneously
- Excellent written and verbal communication skills
- Experience developing content for digital, print, email, and social media

- Strong collaboration skills and ability to work effectively with faculty, staff, students, and external vendors
- Self-starter with strong initiative, creativity, and attention to detail
- Ability to articulate and support Gordon College's Christian mission in professional communications

### **Goals in Year One**

- Successfully develop and execute integrated marketing and communications campaigns supporting undergraduate, graduate, and institutional initiatives.
- Build strong collaborative relationships with enrollment leaders, academic departments, program directors, and campus partners.
- Demonstrate effective project and account management across multiple initiatives and deadlines.
- Contribute to measurable growth in audience engagement, campaign effectiveness, and enrollment marketing outcomes.
- Identify opportunities to improve communication strategies, project workflows, and audience engagement efforts.
- Grow as a strategic marketing and communications professional through increasing leadership in campaign planning, creative development, and institutional storytelling.

Position Code: OCC-ASTDRMCOM

Grade: 6

FLSA Status: Exempt

Salary: \$50,000-\$65,000

In our Christ-centered community, faculty and staff affirm the [College's Statement of Faith](#) as an expression of their own theological convictions and agree to work within [Gordon's community standards](#) in order to model these commitments for our students' formation. Gordon College faculty and staff support the College's commitment to the [Shalom Statement](#), which includes our desire to treat all individuals as equal image-bearers of God.