



## Marketing and Communications Manager

*The mission of Columbia Bible College is to equip students for a life of discipleship, ministry, and leadership in service to the church and community.*

Department:	Marketing and Communications
Faculty/Staff/Management:	Staff - management
Load/Term:	100%

### Job Purpose

The Marketing and Communications Manager will lead the strategy and implementation of all external and internal communications to increase enrollment and donor engagement, in support of the vision and mission of Columbia Bible College. The Marketing and Communications Manager will promote the mission of the College using various media through active engagement with students, alumni, faculty, staff and supporters.

### Duties and Responsibilities

- Develop, implement and evaluate the strategy and budget for the general marketing and communications plan in collaboration with enrollment, fundraising and academic programming efforts.
- Assist managers with development and implementation of strategic departmental marketing plans and budgets and ensure all marketing plans support the overall marketing efforts of the College.
- Identify and research new and existing markets to create engaging and targeted communication campaigns to support enrollment and donor support.
- Ensure the College online presence is relevant, accurate and current including:
  - website design, layout and content
  - maintenance and implementation of social media outreach
  - tracking and interpreting web analytics to provide data-driven communication plans, in collaboration with the IT Department
- Lead the design, development and distribution of the College’s print communications, both internal and external, for successful campaigns increasing awareness and engagement with the College and its target audience.
- Coordinate and/or produce visuals and video to increase web/social media activity and generate interest in College activities and programming.

## “Schedule A”

- Recommend and coordinate the development and production of supporting materials for all departmental communication plans, such as brochures, appeals, posters, invitations /e-vites, programs and flyers.
- Maintain College graphic standards in all media, both internal and external, to ensure consistent branding.
- Vet all College print orders to ensure accuracy and brand integrity.
- Proposing and monitoring policies related to communication, such as social media policy.

### Qualifications

#### Education

- BA degree in marketing, communications, or related field, or a combination of relevant education and experience.
- Certificate in graphic design an asset.

#### Experience

- Minimum 2 years experience in design, editing, and marketing skills in various types of media.
- Minimum 2 years experience developing and implementing communications strategies.
- Videography, photography and writing experience preferred

#### Skills and Abilities

- Demonstrated organizational skills, time management, and ability to complete projects and meet deadlines; must be adept at managing multiple deadlines.
- Highly collaborative style resulting in a cohesive and consistent communications strategy.
- Creative and solutions-oriented, ability to generate new ideas with strong initiative, propose changes and encourage innovation.
- Demonstrated experience with and current knowledge of contemporary social media platforms.
- Excellent computer skills, including proficiency in Microsoft Office Suite. Working knowledge of HTML, Photoshop, Illustrator, InDesign and Premier and/or Final Cut or equivalent an asset (willingness and ability to learn these and other programs required).
- Knowledge of Blackbaud Student Information Systems, NetCommunity or equivalent an asset.

#### Expectations

- Aspire to the Staff & Faculty Attributes.
- Agreement with and commitment to the CBC Mission Statement, BCMB or MCBC Confession of Faith, and Responsibilities of Community Membership Statement
- Maintain membership in good standing in a local Christian church

## “Schedule A”

- Passion for communications and story-telling with a heart for the students and the mission of Columbia Bible College.
- Maintain confidentiality; work efficiently in partnership and under supervision, while also working well independently; self-initiating.
- Schedule flexibility required with occasional evening and weekend events.

### **Working Conditions**

Standard office environment combined with activities associated with media production and or media displays.

### **Physical Requirements**

No excessive physical requirements needed.

### **Statement of Relationships**

This position reports directly to the President.

This manager supervises the Communications and Multimedia Coordinator.

The Marketing and Communications Manager works collaboratively with all departments.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_