



Marketing 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% load; Annual Salary range \$48,000 - \$52,000

Job Purpose

The Marketing Manager will implement Columbia Bible College’s marketing and communications plan, externally and internally, in support of the vision and mission of Columbia Bible College. The Marketing Specialist will promote the mission of the College using various media through active engagement with students, alumni, faculty, staff and supporters.

Duties and Responsibilities

Marketing & Communications

- Working closely with the VP, Enrollment and External Relations, implement and evaluate the strategy and budget for the general marketing and communications plan.
- Create and maintain a current Marketing and Communications calendar to ensure timely delivery of projects.
- Work with departments and programs to ensure brand consistency across all CBC documentation and communications, both digital and print.
- 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.
- Working closely with Admissions and Development, lead the design and distribution of CBC’s print communications, both internal and external, with a view to increasing awareness of and engagement with the College.
- Develop and implement a robust and coordinated social media presence.
- Coordinate and/or produce visuals and video to be used across all mediums for promotion of CBC.
- 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.
- Work with external vendors to secure competitive rates for projects as well as excellence in all printed orders.

“Schedule A”

- Propose and monitor CBC policies related to marketing and communications (e.g. social media policy, brand style guide)

Team Management

- Manage Marketing staff team to ensure projects are completed in a timely manner.
- Monitor workloads to ensure marketing priorities are clear and expectations are reasonable.
- Work to streamline marketing processes for efficiency and maximum mission impact.
- Report regularly on the Marketing team activities.

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 across various media.
- Minimum 2 years’ experience implementing communications strategies.
- Experience leading a marketing and/or communications team is ideal.
- Copy writing experience required.
- Experience with Word Press or other web design platform an asset.
- Videography and photography experience an asset.

Skills and Abilities

- Demonstrated project management skills. Must be adept at managing multiple deadlines.
- Highly collaborative style needed to produce cohesive and consistent communications.
- Innovative and solutions-oriented.
- Demonstrated experience with and current knowledge of 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).

Expectations

- Aspire to the Staff & Faculty Attributes.
- Agreement with and commitment to the CBC Mission Statement, BCMB or MCBC Confession of Faith, Responsibilities of Community Membership Statement, and Association for Biblical Higher Education statement on Religious Freedom & Human Sexuality.
- Maintain membership in good standing in a local Christian church.
- Passion for communications and story-telling with a heart for the students and the mission of Columbia Bible College.
- Maintain confidentiality.
- Schedule flexibility required for occasional evening and weekend events.

Working Conditions

“Schedule A”

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 to VP, Enrollment & External Relations.

This Marketing Manager supervises:

- Marketing Assistant
- Student volunteers/interns

The Marketing Manager works collaboratively with all departments.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____