



Director of Marketing

Franklin College is accepting applications for the position of Director of Marketing. The Director of Marketing leads the college's strategic and integrated marketing. The director oversees the public and library websites, photography and video, SEO, brand (visuals and messaging), social media, print collateral, signage, print and digital advertising, licensing, promotional items, limited apparel, and some sponsorships and partnerships.

The director manages the creative team which consists of a full-time graphic-web designer and a coordinator of social media, in addition to managing external resources which include freelance designers, creative firms, web developers, photographers, writers, videographers and printers.

The director wears many hats and operates as a strategist, creative director, manager, traffic manager and active creator. This is a full time, salaried exempt position reporting to the Vice President for Enrollment, Financial Aid, and Marketing.

RESPONSIBILITIES

- Develops marketing plan
- Develops strategy for, implementation of, and usage of enrollment marketing (communication sequence) across channels including website, digital advertising, search/SEO, social media, print, print advertising, email, events/experience, and photography/video
- Manages campus brand and branding strategy
- Conducts brand education across college leadership, offices and departments.
- Manages college marketing intake process and traffic-manages 500+ projects/year
- Develops internal, campus wide marketing strategies and standards; assists campus offices and departments with marketing needs including review/approval of externally-produced work (i.e., CDI collateral, signage)
- Manages internal and external creative resources including creative partnerships
- Trains internal and external resources, as needed
- Oversees institutional social media and policy direction for/oversight of campus social media accounts
- Develops and maintain vendor relationships including bids and contracts
- Creative directs, designs, codes, photographs, conducts analytics, video produces, and writes for projects on a daily basis
- Manages college licensing, trademarks
- Provides marketing-related leadership and training to admissions staff
- Manages campus promotional item direction
- Manages marketing budget. Utilizes analytics, research and other consumer feedback to inform marketing strategy and plan budgetary investment
- Assists with college communications and event programming including commencement planning and crisis management
- Participates in the life of the college
- Oversees the management of the student photography team



- Other duties as assigned.

QUALIFICATIONS

- Master's degree or equivalent experience in marketing, business, public relations or related field
- 8+ years of demonstrated experience in higher education marketing including supervising full-time professionals
- Demonstrated experience in directing website management (content creation, design, strategy etc.)
- Outstanding communication and interpersonal skills—ability to work with diverse team
- Ability to handle multiple projects simultaneously, meet deadlines, effectively manage priorities and communicate progress
- Understands leading trends, challenges and best practices of marketing and marketing for higher education
- Ongoing pursuit of professional development
- Self-motivated and ability to work independently

APPLICATION PROCESS

Review of applications will begin immediately and continue until the position is filled. Qualified candidates should submit electronically (MS Word or PDF) a cover letter, resume, and contact information for three professional references via the application link [Franklin College Staff Application](#).

Contact Human Resources with additional questions.

Franklin College
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Franklin, IN 46131
humanresources@FranklinCollege.edu

Franklin College is committed to providing an inclusive and welcoming environment and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with these principles and applicable laws, it is therefore the College's policy not to discriminate on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, national origin, marital status, race, religion, sex, sexual orientation or veteran status as consistent with the Policy on Prohibited Discrimination, Harassment and Related Misconduct. No person, on the basis of protected status, shall be excluded from participation in, be denied the benefits of, or be subjected to unlawful discrimination, harassment, or retaliation under any College program or activity, including with respect to employment terms and conditions. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.