



JOB DESCRIPTION-DIRECTOR OF MARKETING

General Description/Primary Purpose:

The Director of Marketing plays a key role in developing and maintaining a creative program of marketing that will enhance the college's public image by discovering the many stories at Murray State College and exploring how to share those stories.

Classification: Full-Time, Exempt

Salary: Salary commensurate with qualifications, education, Plus Fringe Benefits

Appointment: 12-month appointment

Overview:

Murray State College is a small, open-door community college that provides personal growth and professional success opportunities to students of all educational backgrounds. Employees at MSC will flourish in a family-like environment that offers collegiate support and opportunities for advancement.

Located in the heart of the Chickasaw Nation, Murray State College's service area comprises small towns with low cost of living and numerous natural attractions which offer fishing, hiking, and camping. Conveniently located within a two-hour drive of Dallas and Oklahoma City, MSC offers the best of both worlds: small-town life with access to big city offerings.

Essential Job Functions:

1. Provide needed support to the President and other MSC administrators, including but not limited to writing, taking photos and assisting with special events.
2. Develop and maintain relationships with college faculty and staff.
3. Become fully acquainted with all aspects of Murray State College offerings including, by not limited to, academic programs, campus life, admission and financial aid, and developmental education and student success programs, etc.
4. Collaborate with members of the communications team to implement long-term management of marketing plans.
5. Seek out and utilize contemporary research on marketing best practices, strategies and trends – print and digital.

6. Maintain oversight of all materials released by communications and recruitment offices in fulfillment of their missions.
7. Maintain internal communication documents, such as the college's social media guidelines and brand standards.
8. Collect information from campus groups, offices and individuals regarding events, activities and accomplishments for internal and external release.
9. Develop and maintain a dynamic social media presence on various platforms.
10. Serve as the official college photographer, schedule and fulfill campus photography requests with the assistance of Murray State College's Public Information Officer.
11. Schedule and work with outside photographers, as needed for various events.
12. Assist with the maintenance of external pages that tell the MSC story (OSRHE site, Chambers of Commerce, etc.)
13. Maintain the college's website and calendars.
14. Assist in content creation and layout of the Aggielite magazine, the college's annual report and other publications as needed.
15. Maintain NIMS training as required, including the IS-700.a and IS-100.HE tests.
16. Accept other duties and responsibilities as assigned.

Required Knowledge, Skills, and Abilities:

Individuals must possess the following knowledge, skills, and abilities or be able to explain and demonstrate that the essential job functions can be performed, with or without reasonable accommodation, using some other combination of skills and abilities.

- Ability to work independently on self-directed projects, prioritize responsibilities and handle multiple deadlines.
- Respond to social media, as needed, during off hours.
- Ability to work quickly to engage and respond to issues, including disseminating university statements and responding to inquiries.
- Proficient in marketing content creation, scheduling and analytics.
- Knowledgeable in desktop publishing software, and utilizing contemporary hardware and software to produce printed and digital promotional materials.
- Understanding of the higher education system.
- Demonstrate experience in project workflow from start to finish.
- Experience in developing and executing successful marketing campaigns, print and digital.
- Experience in developing long-term communication strategy plans.
- Demonstrate experience of, or willingness in, working effectively in a culturally diverse workplace and/or service clientele from a variety of racial and cultural backgrounds.
- Excellent leadership and organizational skills, analytical and creative thinking skills, and communication, written and interpersonal skills.
- Proven ability to serve as a leader while fostering teamwork, team member morale, motivation and open communication. Ability to use a computer and input/retrieve data.

- Ability to maintain an attitude of service and to respect confidentiality.
- To meet objectives of virtual work-related situations and/or extended periods when working from home, all faculty and staff must have access to 24/7 reliable off-campus Internet.

Other Ergonomic Requirements:

While performing duties of the job, the employee is regularly required to talk and hear. The employee is required to stand, walk and sit frequently. The employee is occasionally required to reach with hands and arms; climb or balance; and stoop, kneel, crouch or crawl.

The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close, distance, color and peripheral vision, depth perception, and the ability to adjust focus.

All individuals are required to meet these requirements or perform these movements without a significant risk of injury to themselves or others, or to otherwise demonstrate or explain how they can perform the essential job functions.

Hours:

Weekly (Monday – Thursday) hours will be 8 a.m. to 6 p.m.; Friday hours are 8 a.m. to noon. However, when social media requirements warrant, nights and weekends will be necessary. Other professional activities can be scheduled in accordance with college policy and in cooperation with the supervisor.

Qualifications:

1. **Minimum Educational Qualifications:** Bachelor's degree in communications, marketing or business administration; or equivalent combination.
2. **Experience:**
 - 5 years of experience in communication or marketing.
 - 3 years of experience in a director or managerial role, or equivalent combination of education and experience.
 - 1-2 years of experience in professional photography.
3. **Professionalism:** Members of the Murray State College staff are expected to show professional competence, integrity, and enthusiasm in the performance of all responsibilities.
4. **Image:** Murray State College employees are expected to maintain a neat, well-groomed, and professional image at all times while performing their responsibilities.
5. **Background Check:** The successful candidate must give permission to have a formal background check conducted and employment is contingent upon the results of the national criminal and sex offender background check.

Application Process:

1. Letter of application
2. Resume
3. Three letters of recommendation or college placement file with at least three recommendations.
4. Unofficial college transcripts (for both undergraduate and graduate course work).
(NOTE: Official transcript(s) required upon employment.)
5. Murray State College employment application
6. Social media portfolio.

Submit Application:

Human Resources
Murray State College
One Murray Campus
Tishomingo, Oklahoma 73460
humanresources@mscok.edu

Application Deadline:

Review of applications will begin immediately and continue until filled.

MSC participates in E-Verify.

MURRAY STATE COLLEGE IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER Murray State College, in compliance with Titles VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Americans with Disabilities Act of 1990, and other Federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, handicap, or status as a veteran in any of its policies, practices or procedures. This includes but is not limited to admissions, employment, student financial aid, and education services.