



Date: January 4, 2023

Title of Position: Director of Marketing and Communications

Bargaining Unit / Salary Range: Salary and benefits commensurate with the agreement between the MCCS Trustees and the MEA Admin Unit Level 3-4 (\$53,216-\$63,995) dependent upon qualifications.

SUMMARY: This position reports directly to the Associate Dean of Enrollment Management and is responsible for the development of advertising and marketing materials, press releases and media contact, developing, implementing and overseeing a comprehensive social media strategy, and managing the College's website. Proof of up-to-date COVID-19 vaccination required prior to the first day of employment, subject to exemptions recognized by law.

ESSENTIAL DUTIES include the following, however, other duties may be assigned.

- Designs and develops College marketing and public relations materials.
- Produce and/or direct development of brochures, handbooks and admissions materials.
- Develops and implements comprehensive social media activities and online marketing efforts including display marketing and email.
- Manages the College website and sub-web pages.
- Cultivates a strong working relationship with members of the College and local community to raise level of awareness of CMCC.
- Manages and monitors campus communications.
- Communicates with media as directed.
- Develops press releases and disseminates news about campus events, programs, etc.
- Represents the College at community events.
- Departmental budget coordination.

MINIMUM QUALIFICATIONS:

- Bachelor's degree
- 3 – 5 years of relevant professional experience in communications and/or marketing
- Proven results in managing social media platforms and analytics.
- Minimum of 3 years web management experience.
- Experience with database management, spreadsheets, Publisher, Adobe Creative Cloud (specifically inDesign, Illustrator, Photoshop, Lightroom and Premiere Pro).
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines.
- Photography and video creation and editing experience required.

PREFERRED QUALIFICATIONS:

- Master's Degree

APPLICANT PROCESS: Consideration of applications will begin January 19, 2023, and continue until the position is filled. Please send a letter of application addressing the above, a current resume including names, addresses and telephone numbers of three references, and a completed CMCC employment application (available at www.cmcc.edu) to:

Human Resources Department
Central Maine Community College
1250 Turner Street
Auburn, ME 04210
jobs@cmcc.edu

Central Maine Community College is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive and non-discriminatory environment for all employees. We provide reasonable accommodations to qualified individuals with disabilities upon request. For more information, please contact (207) 755-5396.