



ST. FRANCIS COLLEGE

THE SMALL COLLEGE OF BIG DREAMS

Director of Recruitment Marketing

St. Francis College, Brooklyn (the “College” or “SFC”) is embarking on an ambitious plan to revitalize the College even as it remains true to its core mission: private, independent, co-educational, urban college whose Franciscan and Catholic traditions underpin its commitment to academic excellence, spiritual and moral values, social responsibility, and life-long learning. As a College rooted in a commitment to radical hospitality, to character formation, to inter-faith dialogue, to creating conditions so that students will learn the technical skills necessary to navigate a 21st Century workplace while never losing sight of the importance of ensuring that all students learn to cultivate their humanity, the College is expanding its offerings, its services and the ways it engages in and beyond its campus. In short, it is an exciting time to join the St. Francis College Community.

Job Summary: Reporting to the College’s Executive Director of Marketing and Communications and passionate about the College and its mission, the Director of Recruitment Marketing provides support to the College’s Office of Admissions (“Admissions”) and manages the integrated marketing communications functions for student recruitment across all mediums and channels, from planning to implementation to analytics, measuring the performance of each vehicle. These vehicles include, but are not limited to, promotional material, digital, broadcast, out-of-home media, social media, and print advertising.

Duties and Responsibilities:

- Researches competitive markets, demographics, trends, results, and other data related to objectives for recruitment.
- Plans, developments, coordinates, and implements marketing strategies and tactics based on the College’s strategic plan and Admissions’ targeted student recruitment markets, competitive positioning, and industry trends.
- Designs specific marketing approaches and spending budgets annually based on the objectives outlined by the College, the Admissions’ strategic recruitment plan, market segments, and targeted audiences (undergraduate, graduate, transfer, readmits, international, parents, high school students, etc.) These include, but are not limited to:
 - direct response marketing in traditional, digital, and social media modes;
 - development of engaging program landing pages;
 - development of quality web content with keywords to increase presence in search results and build the brand through exposure, driving traffic to specific SFC websites;
 - search engine optimization and pay per click (PPC) strategies;
 - print, digital and social media advertising;
 - promoting programs in the general press, academic and practitioner societies, select feeder schools, and other venues;
 - updating profiles for Admissions, as well as for other College offices that focus on veterans populations, international populations, and other target audiences, and;
 - working in close collaboration with other colleagues within the College’s Office of Marketing and Communications, including those in the areas of integrated

communications, social media, web publishing, digital marketing and graphic design, in order to review web, mobile, and social network analytics.

- Works closely with the Director of Integrated Communications, the Senior Graphic Designer and other administrative staff, to develop strategic and tactical marketing plans for implementation.
- Implements SFC uniform branding and editorial standards for all media.
- Recommends the appropriate marketing mix for campaigns including placement, positioning, promotion, and public relations.
- Conducts appropriate market research and opportunities for SFC.
- Analyzes data and metrics to modify recruitment marketing strategies and marketing initiatives.
- Monitors budget to ensure projects are estimated accurately.
- Performs all other duties as assigned.

Essential Characteristics:

- Customer focused and service oriented.
- Innovative and analytical thinker.
- Flexibility to adapt one's approach to changes.
- Ability to prioritize and multi-task.
- Project management skills with attention to detail.
- Meets deadlines.
- Good negotiating and conflict resolution skills.
- Work effectively and collaboratively with various teams.
- Clear and focused leadership skills.

Required Qualifications:

- Bachelor's degree in marketing, public relations or a related field.
- A minimum of 5-years of significant experience conducting and evaluating marketing research.
- A minimum of 3-years significant experience actively participating in successful strategic marketing campaigns across a variety of channels including traditional, web, and digital.
- A minimum of 2-years of marketing copywriting experience for print and digital platforms.
- Some experience in the higher education market.
- Some experience executing social media marketing campaigns, search marketing campaigns, and digital marketing platforms
- Demonstrated knowledge of the process of market research and digital benchmarking in the context of higher education programs.
- Demonstrated knowledge of approaches to successful integrated marketing communications planning and the role of customer relationship management systems with lead generation.
- Demonstrated knowledge of the technical approaches to market research and digital marketing and proficiency with multiple approaches.
- Strong oral and written communication skills.
- Strong analytics problem-solving skills.
- Knowledge of CMS systems and CRM tools, specifically Salesforce.
- Knowledge of statistical analysis tools.

Preferred Qualifications:

- Admissions marketing experience.
- Google analytics, UTM coding, and landing page development

About St. Francis College:

For over 150 years, the mission of St. Francis has been to provide an affordable, quality education to working class people who otherwise may not be able to attend college. We educate the whole person for a full, relational life, developing the students' talents and abilities for meaningful, fulfilling careers, as well as for collaborative, service-oriented leadership. The College strives to offer ample opportunities for students to immerse themselves in the intellectual, cultural and professional opportunities afforded by New York City and to serve the needs of the local community in which they live and study. Our location in Brooklyn Heights provides a confluence of cultures and religious beliefs, mirroring our commitment to maintain and celebrate our diverse student body.

St. Francis College is a private, independent, co-educational, urban college whose Franciscan and Catholic traditions underpin its commitment to academic excellence, spiritual and moral values, physical fitness, social responsibility, and life-long learning. We educate the whole person for a full, relational life, developing the students' talents and abilities to form confident alumni well prepared for graduate study, for meaningful, fulfilling careers, as well as for collaborative, service-oriented leadership.

St. Francis College is strongly committed to diversity and inclusion on our campus and all qualified applicants will receive consideration without regard to age, race, creed, color, national origin, sexual orientation, gender identity or expression, military status, sex, disability, predisposing genetic characteristics, familial status, marital status, status as a victim of domestic violence or any other characteristic protected by law. We are an Affirmative Action, Equal Opportunity employer and we are committed to increasing the diversity of our faculty, staff, students, and the curriculum. Qualified candidates of diverse backgrounds are therefore encouraged to apply.

Interested applicants can apply by clicking [here](#).