



**ST. FRANCIS COLLEGE**  
THE SMALL COLLEGE OF BIG DREAMS

### **Executive Director of Marketing and Communications**

St. Francis College (“SFC”) is seeking an experienced marketing and communications leader who understands that communication is more than a process of providing information, but rather a critically important strategic function. This seasoned professional understands that brand is a perception constantly being shaped through every interaction. Accordingly, s/he will be a persuasive advocate for higher education and for the ideas, images, and approaches that best promote and enhance SFC’s reputation, and expand its market of prospective undergraduate and graduate students from the US and abroad.

Reporting to the College’s Vice President of Government and Community Relations, the newly created Executive Director of Marketing and Communications (“EDMC”) will be an integral part of the College’s ambitious strategic agenda to increase enrollment by 30% over the next 5 years. S/he will be a creative, innovative and collaborative leader with an effective track record for initiating and enacting change.

This is a job for the person that believes that a college education belongs not to a privileged few, but for anyone with the purpose, ability, and drive to pursue one. This is a job for the person who believes that higher education is a not just a bunch of boxes to check, but a transformative experience that changes lives. This is the job for the person who believes that this hidden gem, a Franciscan college in Brooklyn Heights, NY, has a powerful story to tell and will not stop until the world hears it!

**Job Summary:** Passionate about the College and its mission, the EDMC oversees the institution’s marketing strategies with the primary goal of targeting the growing cohorts of undergraduate students, in addition to non-traditional students, graduate students, international students, and online students. S/he manages, leads, and inspires the marketing, branding, and communications function across the College and utilizes a broad range of digital and traditional media to accomplish strategic objectives, with a major focus on digital media. S/he collaborates with stakeholders College-wide to align strategy across a diverse range of internal and external stakeholders.

#### **Duties and Responsibilities:**

- Develop and implement the College’s communications and marketing strategy; refine, and disseminate messages about the College’s key initiatives and brand identity.
- Advance and protect the brand and reputation of the College, and in so doing, advise the President, Cabinet and Board of Trustees on all such matters.
- Manage a team responsible for covering a full range of admissions’ lead generation, marketing, branding, and communications; requires collaboration with key personnel College-wide, including, but not limited to, the offices of academic affairs, admissions, advancement, and athletics.

- Manage lead generation in partnership with admissions and faculty; cultivate donor and alumni engagement; and, promote brand awareness with College/media relations and the Office of Government and Community Relations.
- Collaborate with various academic and admissions/student facing departments to create program specific lead generation campaigns and strategies to drive enrollment.
- Oversee the College's social media presence and manage the SFC brand and wordmark program; manage the design and implementation of the College brand on www.sfc.edu.
- Provide communications assistance and support for direct mail, web design and content, messaging, events, video, photography and related activities.
- Play a key role in crisis communications strategy and prepare for a diverse spectrum of potential communications scenarios.
- Responsible for helping to create, carefully tune, and communicate messages to the College's internal and external stakeholder base.
- Must be committed to the mission of St. Francis College, understand the unique Franciscan, Catholic culture, embrace its values, and be dedicated to its brand and advancement.

**Required Professional Experience and Qualifications include:**

- A demonstrated capacity to envision, develop, and implement a successful and comprehensive marketing and communications program across an organization with multiple constituencies and a wide variety of audiences, ideally in higher education.
- An ability to shape the structure of the marketing and communications staff members and built a collaborative and collegial work place.
- The capacity to develop and manage the budget for an integrated marketing and communications effort.
- Informed insight into student recruitment and fundraising efforts.
- A thorough understanding of, and specific experience in, developing and implementing branding and strategic communications plans in both traditional and new media.
- A track record of creative and entrepreneurial management; the ability to build, lead, mentor, and motivate staff to function as a strong and collaborative team; the ability to support growth and change in both people and programs.
- Experience providing strategic communications counsel to senior leadership.
- Excellent organizational and written/verbal communications skills, strong knowledge of and appreciation for digital media, and demonstrated experience in managing communications during crisis situations.
- Exceptional judgment, a reputation for integrity and discretion, and the ability to think strategically and deliver tactically.
- Ability to work effectively with external constituents including public officials, financial institutions, and vendors.
- Strong skills in partnership/teamwork, and a comfort level working in a collegial environment in which information is shared and decisions are made in a collaborative fashion, guided by the vision of the President and the operational leadership of the Cabinet.
- Experience working with a board of trustees that is appropriately engaged and sophisticated in financial matters.
- Extensive knowledge of higher education issues.

**Minimum Qualifications:**

- Bachelor's degree.
- Strong and confident leadership abilities with a minimum of eight (8) years of integrated marketing communications experience in a complex organization with a diverse stakeholder base.
- Experience as a chief marketing and/or communications officer, or relevant experience in a senior academic, corporate, or government role.
- Breadth of both strategic and leadership experience required to achieve critical success.
- Should have relevant professional experience in any of the following environments: Education (ideally at the college or university level); Non-profit organizations; Public affairs/PR/marketing agencies; Government/politics (including campaign experience); or, Corporate.

**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. 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 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 an Affirmative Action, Equal Opportunity employer and we are strongly committed to increasing the diversity of our faculty, students, and the curriculum. Qualified candidates of diverse ethnic and racial backgrounds are encouraged to apply.

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