



MERCYHURST

UNIVERSITY

501 East 38th Street
Erie, PA 16546

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mercyhurst.edu

Director of Marketing and Brand Management

Department: Marketing and Brand Management
Location: Erie
Reports to: Vice President for Enrollment
Closes: Open until filled

SUMMARY

The director of marketing and brand management is responsible for vision, strategic development and leadership surrounding the internal and external marketing and communication functions of Mercyhurst University and all its related entities. The position serves as the brand and positioning manager for the university at large and oversees all operations relating to establishing, maintaining and evaluating that image in the minds of the university's wide variety of publics. The director oversees an in-house integrated marketing communication team that provides services to all of the university's departments, especially products relating to admissions, branding, alumni relations and fundraising. These functions include development of marketing materials, oversight of the university's website and social media tools. The position requirements include project management skills, ability to consult senior leadership on marketing and communication issues, and demonstrated leadership skills preferably of a creative team or agency. A bachelor's degree in marketing or a related field and five to seven years of experience are required.

DUTIES AND RESPONSIBILITIES

- Responsible for overseeing and executing an integrated marketing communication strategy that is consistent with the university's mission, vision and strategic plan.
- Provide leadership and strategic direction for marketing and communication as it relates to admissions, advancement and the performing arts.
- Oversee advertising design and placement for online and print mediums.
- Advise in development of strategies for associate, undergraduate and graduate admissions and oversee the marketing staff in executing these strategies.
- Provide budget direction, monitoring and analysis of resources as it relates to marketing/branding to ensure maximum efficiency and effectiveness.
- Oversee design and implement plans to reach target audiences through the local, regional and national media to build support for the university's priorities.
- Assist with copy writing and editing for admissions materials, the alumni magazine, the university website and social media tools, senior leadership, and other media as needed.

- Oversee the development and implementation of the university's web and social media strategy.
- Monitor issues, trends and best practices in order to develop or modify strategies.
- Act as the primary marketing contact and a key member of the university's Emergency Response Plan team.
- Manage internal client relationships in order to provide creative and marketing consultation.
- Establish and maintain positive working relationships with a variety of internal and external constituencies.
- Provide leadership and representation to various university strategic committees and taskforces with respect to specific communications and/or marketing projects and issues.

SUPERVISORY RESPONSIBILITY

Marketing and brand management personnel.

EDUCATION AND EXPERIENCE

Bachelor's degree from an accredited college or university. Seven years experience in marketing, preferably higher education. Strong interpersonal skills. Excellent written, oral and interpersonal skills. Demonstrated knowledge of Associated Press style, marketing and advertising writing and copyediting skills. Effective decision making skills. Ability to work in an unstructured setting and to manage multiple tasks simultaneously. Self-motivated and have the ability to motivate others. Have discretion in handling sensitive information. Strong Microsoft Office skills or equivalent combination of skills and abilities.

SCHEDULING - While the position is primarily first shift, occasional evening and weekend hours and regional travel are required.

KNOWLEDGE, SKILLS AND ABILITIES

Mathematical & Reasoning Skills - Basic computational skills. Ability to interpret and verify a variety of instructions furnished in written or oral form.

Computer Skills – Knowledge of Microsoft Word and Outlook is a necessity. Experience with all Microsoft Office products, content management software a plus.

WORK CONDITIONS

Physical Demands - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

APPLICATION PROCESS

Review of applications will begin immediately and continue until the position is filled. Send cover letter, resume and 3 work-related references to:

Human Resources
Mercyhurst University
501 East 38th Street
Erie, PA 16546
hrinfo@mercyhurst.edu

Mercyhurst University values diversity and is committed to the goal of achieving equal opportunity for all. For that reason, Mercyhurst abides by federal, state and local law in admissions, employment and all services and programs provided.

Mercyhurst does not unlawfully discriminate on the basis of race, color, religion, creed, sex, citizenship status, ancestry, national or ethnic origin, age, familial status, sexual orientation, gender identity or expression, physical or mental disability, military or veteran status or any other legally protected characteristic or because of any individual's legally protected activities.

Mercyhurst complies with federal, state and local legislation and regulations regarding nondiscrimination. This policy applies to faculty, administration and staff, applicants for employment, students and applicants for educational programs and activities.

Candidates must be currently eligible to work in the United States.