

Associate Director of Communications & Marketing, College of Charleston

Creates and implements a comprehensive integrated marketing and communication plan and budget that strategically advances the mission and goals of the Office of Admissions and directly connects Admissions' efforts to the College's overall institutional marketing and branding. Uses analytic tools to evaluate the effectiveness of marketing campaigns and advises on strategies.

Oversees the production & design of social media platforms and investigates new communications technologies. Utilizes existing and emerging marketing/communication tools and trends to create campaigns to interest students in the College of Charleston. Directs the schedule and coordination of search campaigns, which include regular & electronic mailings. Ensures on-line applications, department website and other electronic communications run efficiently and accurately reflect the College's brand and marketing strategies.

Leads office in creating, producing, implementing and managing the content, consistency and tone of all communication material to the public. Makes final decisions & edits, in conjunction with the Admissions Director, on all marketing resources produced by Admissions. Ensures all edits are accurate and properly implemented by vendors, if applicable. Evaluates effectiveness of communications and recommends improvements. Ensures updates on events, campus announcements, etc. are effectively communicated and disseminated to the Admissions staff and other campus departments.

Serves as a liaison between Admissions and Marketing to ensure compatibility of undergraduate admissions marketing strategies with college-wide initiatives. Collaborates with Marketing in the development, coordination and dissemination of recruitment publications, verbal/written messages, promotional items and college-guide advertising.

Hires, supervises, trains and evaluates the front-line operations and communications staff. Responsible for ensuring main phone lines are properly managed, communication is accurate and delivered with a high degree of customer service and personal attention. Trains and informs staff on college-wide communication guidelines (i.e. brand manual compliance), customer service techniques, and communications standards.

Develops presentation, publications and marketing messages for recruitment activities and events. Gathers and disseminates information from Schools and departments and provides updates to staff. Serves on campus committees and coordinates special projects.

Position closes on January 27, 2012

For more information, click [here](#).