**MINISTRY DESCRIPTION**

**TITLE:** Marketing Director

**DEPARTMENT:** Portland Bible College

**CAMPUS:** Portland Bible College

**HOURS:** Full-Time, up to 40 hours per week

**DATE:**  August 2021

## PURPOSE AND SUMMARY

Assists departments with planning, development and execution of all aspects of marketing creativity, production, and fulfillment. Coordinates the design, production, and implementation of the Portland Bible College brand and messages across all communication channels, including print, digital, and social media. Provides marketing analysis and administrates public relations communications. Does related work as needed.

## QUALIFICATIONS

Degree in business/marketing or closely related field or equivalent professional experience, qualification or certification; 2 years’ experience in administrating marketing programs and functions; Previous experience or training on Mannahouse education philosophy and knowledge of PBC’s mission is essential; Proven ability to create and deliver compelling oral and visual presentations and written articles; Able to interact with churches and other organizations for the recruiting of students; Able to work independently, manage time, meet specified goals, and prioritize multiple projects; Working knowledge of office software, including Microsoft Office, Adobe Illustrator, Adobe Indesign, HTML email templates, Wordpress, and social media tools is ideal; a member in good standing of Mannahouse Church preferred.

## REPORTING RELATIONSHIPS

* Reports to the VP of Institutional Advancement
* Supervises student volunteers (photography and social media)
* Manages vendor relationships

## RESPONSIBILITIES

* Implements PBC brand and messages across all channels of communication; assists in formulating creative ideas for increasing awareness of PBC’s brand and PBC student growth.
* Works with VP of Institutional Advancement and other department heads to design brand messaging for Live, Online, Foreign Language, Affiliates, and non-traditional programs.
* Utilizes graphic design software (InDesign or Illustrator) to edit, as needed, communications for digital media (i.e. website and social media platforms); assists in updating user interface and content of the PBC website.
* Tracks and manages the progress of projects through the entire process of development and marketing; coordinates implementation of off-site vendor print projects.
* Recruits and interacts with designers, photographers, videographers, and creatives to produce brochures, social media graphics, banner displays and any other supporting material for marketing visuals; works with social media team for PBC activity and brand information fulfillment.
* Coordinates weekly marketing meetings and provides agendas and brings assets to help the team make decisions on best practices for promoting PBC; promotes Live, Online and Partnership programs across all social media platforms.
* Coordinates marketing resources and support for inside and outside conferences, speaking engagements, churches and other in-person engagement opportunities.
* Manages and edits the Portland Bible College blog by compiling and scheduling articles and posts from faculty, staff and guest writers; manages and edits publication of electronic newsletters, including coordinating news items, articles, graphics, alumni profiles and other assets; coordinates newsletter distribution to PBC database.
* Organize all the brand and marketing assets for easy tracking, use and implementation of future marketing campaigns; recommends and implements upgrades to PBC printed and digital communications.
* Provides reports on marketing campaign implementations and successes.

## ACCOUNTABILITIES

* Performs creative development duties in an effective manner.
* Design graphics to promote and grow the school in timely and efficient manner.
* Assures the timely and effective administration of communication across all channels (print, digital and web).
* Assures the accurate completion and timely release of ad campaigns, brochures, mailers, and catalogs.
* Maintains effective brand across all communication outlets – website, blog, Instagram, Facebook, newsletter, brochures, banners, etc.