

**Department:** Marketing and Web Services

**FLSA Status:** Exempt

**Salary Grade:** D

**Reports To:** Director, Marketing and Recruitment

**Amount of Travel Required:** Day and Overnight

**Positions Supervised:** Creative Team

**LOCATION:** Green Bay

**STANDARD HOURS:** 40 hours per week. Monday - Friday 8 a.m. to 4:30 p.m. - Flexibility to work evenings and weekends as needed.

**MINIMUM STARTING SALARY\*:** \$69,993/year

*\*Current benefit eligible employees will be placed within the pay range based on their current rate/range.*

**Required online application available on website: [www.nwtc.edu/jobs](http://www.nwtc.edu/jobs)**

Location: Northeast Wisconsin Technical College, Human Resources, 2740 West Mason Street, Green Bay, WI 54307-9042. All postings are considered current and available until removed from the website.

Northeast Wisconsin Technical College is committed to promoting a learning environment where employees and students of differing perspectives and cultural backgrounds pursue career and academic goals embraced in an environment of respect and shared inquiry.

***The College is seeking to attract ethnically diverse instructors and staff who can inspire our increasingly diverse student population.***

## **POSITION SUMMARY**

Provide leadership and brand direction for district wide advertising initiatives, oversee marketing projects, and lead the Creative Services staff. Serve as a liaison between all College departments through cross-functional team participation. Oversee, develop, and execute marketing and creative services strategy, workflow, and processes.

## **ESSENTIAL FUNCTIONS**

### **Reasonable Accommodations Statement**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the functions identified in the job description.

### **Essential Functions Statement(s)**

- Lead marketing strategy discussions with internal customers. Lead development and executions of strategic marketing plans that align with FTE goals and overall branding of the college.
- Develop district wide advertising plan to support the annual marketing and recruitment plan.
- Develop vision and direction for the design team and overall NWTC brand management.
- Establish marketing project management process and communication briefs for internal projects, including centralized and transparent documentation outlining scope of work, tactical deliverables, and success metrics.
- Coordinate and implement major media buys with media buyer, including working with copywriter to develop, produce, and traffic advertising.
- Oversee marketing strategy for new programs to support FTE growth and program awareness goals.
- Mentor employees by fostering an environment where skills are developed, by modeling appropriate behavior, and by instilling confidence. Foster teamwork by demonstrating consistent interaction with all team members.
- Lead the Design and Marketing team. Recommend human resource actions including hiring, discipline, and terminations. Determine staffing levels and complete performance reviews. Communicate performance expectations and provide positive and constructive feedback.

- Assist with the overall advertising budget including reconciliation and running monthly budget reports.
- Provide direction/leadership between Marketing and internal Printing Services to ensure project specifications and timelines are established and delivered.

**POSITION QUALIFICATIONS**

**Competency Statement(s)**

- Values - Demonstrate behaviors and action that support the College’s values - Customer Focus, Everyone Has Worth, Passion and Inspiration, Collaboration, Emotional Intelligence, Results and Accountability, Valuing Talent and Well Being, and Ethics.
- Student Success – Demonstrate behaviors and actions that support student recruitment, retention, and student success initiatives.
- Diversity Oriented - Ability to work effectively with people regardless of their age, gender, race, ethnicity, religion, or job type.
- Analytical Skills - Ability to use thinking and reasoning to solve a problem.
- Communication, Oral - Ability to communicate effectively with others using the spoken word.
- Communication, Written - Ability to communicate in writing clearly and concisely.
- Customer Oriented - Ability to take care of the customers’ needs while following company procedures.
- Innovative - Ability to look beyond the standard solutions.
- Leadership - Ability to influence others to perform their jobs effectively and to be responsible for making decisions.
- Management Skills - Ability to organize and direct oneself and effectively supervise others.
- Project Management - Ability to organize and direct a project to completion.
- Strategic Planning - Ability to develop a vision for the future and create a culture in which the long range goals can be achieved.

**SKILLS & ABILITIES**

**Education:** Bachelor's Degree in Marketing, Communications or Design

**Experience:** Minimum five years related marketing experience. Demonstrated experience with project management.

**Computer Skills**

Apple and Windows operating systems, MS Office Suite, Adobe Creative Suite (v 5.5 and higher), job tracking/project management software. Knowledge of Web languages, HTML and Social media platforms.

**Other Requirements**

Demonstrated knowledge of digital, offset and wide-format printing techniques and of standard marketing, web, design and branding principles.

Must hold a valid driver’s license and be insurable under the District’s standard insurance policy terms.

**PHYSICAL DEMANDS**

<b>Physical Demands</b>		<b>Lift/Carry</b>	
Stand	N (Not Applicable)	10 lbs or less	N (Not Applicable)
Walk	F (Frequently)	11-20 lbs	N (Not Applicable)
Sit	F (Frequently)	21-50 lbs	N (Not Applicable)
Handling / Fingering	N (Not Applicable)	51-100 lbs	N (Not Applicable)
Reach Outward	N (Not Applicable)	Over 100 lbs	N (Not Applicable)
Reach Above Shoulder	N (Not Applicable)	<b>Push/P</b>	
Climb	N (Not Applicable)	<b>ull</b>	
Crawl	N (Not Applicable)	12 lbs or less	N (Not Applicable)
Squat or Kneel	N (Not Applicable)	13-25 lbs	N (Not Applicable)
Bend	N (Not Applicable)	26-40 lbs	N (Not Applicable)
		41-100 lbs	N (Not Applicable)

**N (Not Applicable)** Activity is not applicable to this occupation.

- O (Occasionally)** Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)
- F (Frequently)** Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)
- C (Constantly)** Occupation requires this activity more than 66% of the time (5.5+ hrs/day)

The College has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the College reserves the right to change this job description and/or assign tasks for the employee to perform, as the College may deem appropriate.

NWTC does not discriminate on the basis of age, race, color, disability, sex, gender, sexual orientation, gender identity, national origin or other protected classes.