

## Marketing Director (Job Number: 73494BR)

<b>Campus Location</b>	West
<b>Full-Time/Part-Time</b>	Full-Time
<b>Grant Funded Position</b>	This is a not grant-funded position and is not contingent on future grant funding.
<b>Salary</b>	Depends on experience
<b>Close Date</b>	November 29, 2021
<b>Job Description</b>	<p>Reporting to the Executive Director of Marketing and Advancement, the Director of Marketing will serve in a leadership role on a dynamic integrated marketing and communications team that strengthens the college’s engagement with a number of constituencies: prospective students for both online and campus-based bachelors, master’s and doctoral programs; prospective participants in a growing portfolio of non-degree professional and lifelong learning programs; alumni; individual donors; foundations; and policymakers and influencers involved in national conversations about education.</p> <p>The Director of Marketing will supervise a digital marketing manager, web developers and other personnel responsible for managing and completing projects that support the college’s enrollment and earned revenue goals.</p> <p>Functionally, the Director of Marketing will be an accomplished marketing professional with a suite of skills including: market research; project management; client and account management; paid media management; marketing automation; marketing analytics; brand management; and associated skills.</p> <p>The Director of Marketing will work closely with the Executive Director of Marketing and Advancement and the academic leadership of the college to determine marketing strategy, tactics and allocation of resources.</p> <p>Key peer partners on the marketing and advancement team will include the director of recruitment, the director of communications, and project managers. The Director of Marketing will also collaborate with faculty throughout the college, partnering with them to identify market opportunities for both existing and potential academic programs. The Director of Marketing will also work closely with administrators throughout the college and members of the college’s executive team.</p> <p>Additionally, the Director of Marketing will maintain productive, collegial relationships with peers in university-wide units such as Enrollment Services, the Enterprise Marketing Hub, and EdPlus. The ideal candidate will thrive as a collaborative and vocal member of an integrated marketing and communications team that is committed both to the college’s mission and to continuous improvement as a team.</p>
<b>Essential Duties</b>	<ul style="list-style-type: none"> <li>• Develops, administers, and oversees marketing strategies and marketing plans</li> <li>• Conducts and oversees market research activities, adjusting marketing strategy to meet changing market and competitive conditions</li> <li>• Monitors competitive providers and marketing activities</li> </ul>

	<ul style="list-style-type: none"> <li>• Leads the marketing team by both example and coaching</li> <li>• Collaborates with colleagues to champion, develop and execute data-informed marketing strategies and tactics</li> <li>• Develops and administers marketing database and conducts ROI for marketing program</li> <li>• Oversees the college website from a marketing content standpoint (versus IT), including oversight of website design and maintenance, ensuring the college is migrated toward technology with higher efficiency, enhanced reporting and tracking capabilities, and web-based initiatives that deliver value</li> <li>• Convenes stakeholders to discuss business objectives of assignments, target audiences and desired outcomes</li> <li>• Ensures compliance with ASU brand standards</li> <li>• Participates in the development of budget requests and strategic plans</li> <li>• Performs other duties as assigned</li> </ul>
<b>Minimum Qualifications</b>	Bachelors degree in a related field and eight years of experience in marketing and product development, which includes five years in a supervisory capacity; OR, any equivalent combination of experience and/or education from which comparable knowledge, skills, and abilities have been achieved.
<b>Desired Qualifications</b>	<ul style="list-style-type: none"> <li>• Masters degree in Business Administration or related field preferred</li> <li>• Demonstrated experience in leading market research designed to identify and evaluate market opportunities for new and/or existing products or services</li> <li>• Evidence of advanced skills in Salesforce Marketing Cloud and CRM, or similar platform</li> <li>• Intermediate to advanced skills in Google Analytics</li> <li>• Ability to keep up with innovative technologies used in digital marketing and communications</li> <li>• Demonstrated experience advising and working with executive leadership on marketing strategy and go-to-market tactics</li> <li>• Demonstrated acumen working cross-functionally across units in a complex organization</li> <li>• Ability to work independently, solve problems, make decisions and clearly explain one's thinking and rationale</li> <li>• Evidence of exceptional attention to detail, quality and production values</li> <li>• Professionalism and ability to deliver and receive rigorous constructive criticism</li> <li>• Evidence of outstanding written, oral and presentational skills</li> <li>• Evidence of customer-service orientation</li> <li>• Ability to thrive in a fast-paced work environment and to pursue multiple projects simultaneously</li> </ul>
<b>Working Environment</b>	<p>Activities are primarily performed in a regular, climate-controlled office setting subject to extended periods of sitting, standing, walking; visual acuity and manual dexterity associated with daily use of desktop computer; bending, stooping, reaching and lifting up to 20 pounds; ability to clearly communicate verbally in English, read, write, see, and hear to perform essential duties; regular review of completed tasks.</p> <p>ASU is a diverse enterprise with a wide variety of work and learning modes, locations and a commitment to sustainability, innovation and employee work-life balance. We are determined to maintain our position as an employer of choice in a competitive labor market.</p>

	<p><b>Flexible work options</b></p> <ul style="list-style-type: none"> <li>• <b>Alternative work schedules</b> can include four, 10-hour workdays in a workweek; a nine-day, 80-hour schedule over two workweeks for exempt employees only; and staggered start and stop times.</li> <li>• <b>Hybrid work</b> is an arrangement where employees spend a minimum of 60% of their regular workweek at their primary ASU work location. Dean or vice president-level approval is required.</li> </ul>
<p><b>Department Statement</b></p>	<p>ASU’s Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Nationally recognized as a leader in teacher preparation, leadership development and scholarly research, Mary Lou Fulton Teachers College prepares over 7,600 educators annually. MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the process of learning, the practice of teaching and the effects of education policy. MLFTC mobilizes people through bachelor’s, master’s and doctoral degree programs, through non-degree professional development programs and through socially embedded, multilateral community engagement. MLFTC takes action by bringing people and ideas together to increase the capabilities of individual educators and the performance of education systems.</p> <p>Aligned with ASU’s commitment to justice, equity, diversity and inclusion, MLFTC is committed to advancing systemic equity in our curricula, programming and institutional relationships. The college’s core value of Principled Innovation connects individual decision making to the pursuit of systemic equity.</p>
<p><b>ASU Statement</b></p>	<p>Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 80,000 students in metropolitan Phoenix, Arizona, the nation’s fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.</p> <p><b>COVID-19 Vaccination Requirements</b> - Under the recent executive order issued by President Biden requiring all employees of federal contractors to receive COVID-19 vaccinations, ASU expects all employees, including new hires, to be vaccinated unless they have an approved medical or religious accommodation. Proof of vaccination will be required by December 8, 2021. For questions about medical or religious accommodations, please visit the Office of Diversity, Equity and Inclusion’s <a href="#">webpage</a> and see “Workplace accommodations”.</p> <p>ASU is a tobacco-free university. For details visit <a href="https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco">https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco</a></p> <p>Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law.</p>

	<p><b>Notice of Availability of the ASU Annual Security and Fire Safety Report</b></p> <p>In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU's Annual Security and Fire Safety Report is available online at <a href="https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf">https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf</a>. You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.</p> <p>Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit <a href="https://cfo.asu.edu/az-resources">https://cfo.asu.edu/az-resources</a>.</p>
<p><b>Employment Verification</b></p>	<p>ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.</p>
<p><b>Fingerprint Check Statement</b></p>	<p>This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check.</p>
<p><b>Instructions to Apply</b></p>	<p>Application deadline is 3:00PM Arizona time on the date indicated.</p> <p>Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.</p> <p>Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</p> <p>ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.</p> <p>Only electronic applications are accepted for this position. <a href="#">#73494BR</a></p>