To apply, submit an employment application (click here for application), resume, and letter of interest to: Associate Vice President Academics International Relations
5301 S Highway 16
Rapid City, SD 57701

DIRECTOR OF MARKETING FOR WORKFORCE DEVELOPMENT & CONTINUING EDUCATION

Summary
The Director of Marketing for Workforce Development and Continuing Education supports the division in their marketing efforts in accordance with the mission, core values, and purposes of the university.

Minimum Qualifications
The Director of Marketing for Workforce Development and Continuing Education must satisfy the following minimum qualifications:
1. Bachelor’s degree in marketing, English, journalism or other related field; Master’s degree preferred.
2. Five years of experience required in office setting relating to business, management or marketing; experience preferred in marketing, creative writing, product management, advertising, and/or media buying; working with agencies, designers, and other vendors to develop communication in traditional and online media; public relations experience; reporting campaign success and ROI; experience in continuing education and noncredit programming is preferred.
3. Experience with marketing analytic tools such as SEO, SEM, Social Media, email engines, etc.

Skills and Attributes
The Director of Marketing for Workforce Development and Continuing Education must possess the following skills and attributes: proven project management skills; ability to handle multiple projects and processes simultaneously; strong attention to detail; excellent verbal and written communication skills; ability to work at a fast pace, unsupervised; solid analytical skills; creative approach to marketing in workforce development and continuing education initiatives.

Essential Functions
The Director of Marketing for Workforce Development and Continuing Education performs the following essential functions:
1. Develop a strategic communications plan around key annual and long term division initiatives.
2. Collection of industry trends and data, and competitive market intelligence impacting future decisions of the division.
3. Collaborates with division Directors to market each program in a target market segment.
4. Coordinates standard marketing materials for new program rollout.
5. Manage all advertising and marketing projects in conjunction with the marketing department to ensure they are completed on time, within budget and with uncompromising quality. This
includes opening new projects, concept development, and final distribution of completed projects.

6. Writes and edits copy for brochures, postcards, website, and other division marketing projects in conjunction with the marketing department.

7. Creates and analyzes metrics to assess marketing program(s) effectiveness.

8. Develops and maintains a list of outside vendors and contact information for future reference.

9. Manages automated communication plan by scheduling activities, concepting, copywriting and editing, overseeing design, ensuring branding and compliance, securing a delivery partner, and creating and analyzing metrics to assess effectiveness and return on investment.

10. Maintains knowledge and awareness of current state and federal laws impacting all marketing functions and takes necessary action to ensure compliance with these requirements.

11. Takes acceptable risks to achieve the marketing goals and to drive the enrollment growth based on the metrics of the division.

12. Meets regularly with the Vice President of Workforce Development and Continuing Education and works closely with the President of External Relations and Strategic Initiatives to establish direction and priorities, and goals and targeted objectives which includes accountability in all strategic initiative areas.

13. Assists the Vice President of Workforce Development and Continuing Education as needed.

14. Performs other duties as assigned.

**Required Work Hours**

**Exempt:**
A minimum of forty hours per week, plus other hours as may be necessary to complete job duties. A combination of day, evening, and weekend hours is required.

**Reporting and Supervisory Responsibilities**

1. The Director of Marketing for Workforce Development and Continuing Education reports to the President of External Relations and Strategic Initiatives.

2. This position has no supervisory responsibilities.

**Physical Requirements**
The Director of Marketing for Workforce Development and Continuing Education must be able to speak, hear, see, write, type, dial, reach, and bend.
This position also requires the ability to lift, carry, push, and pull up to 40 pounds.

**Travel**
Periodic travel, including airline travel and overnight stays, may be required.