

## **Nubian American Advanced College Vacancy Announcement**

Position Title: **Director of Branding and Marketing**  
Division: Institutional Advancement  
Closing Date: Open until filled  
Salary & Benefits: Commensurate with education, experience, and ability  
Reports To: Office of the President  
Apply to: Send your CV, cover letter and information for 3 references to [hr@nubianaacollege.org](mailto:hr@nubianaacollege.org)

### **Position Requirements:**

The successful candidate for this position will hold a Bachelor's degree (Master's Degree Preferred) in business administration, marketing, communication, or related field. The incumbent will have the ability to provide leadership to develop marketing strategies and plans, coordinate marketing efforts, communicate the marketing plans, and build awareness and positioning for the college's brand. The individual will work closely with the recruitment department to develop a strategy that will help increase enrollment and increase the college's market share. The director will provide oversight for organizing, planning, marketing activities; and coordinate radio talk shows, among other activities.

### **Position Responsibilities:**

- Provide supervision for branding and marketing activities.
- Evaluate and develop marketing strategies and marketing plans.
- Direct and coordinate marketing efforts.
- Communicate marketing plan with internal stakeholders.
- Conduct research and identify college's competitors and market demands.
- Work with recruitment department to develop strategies to increase enrollment.
- Conduct student satisfaction surveys and identify potential students.
- Develop promotional programs, identify effective advertising strategies.
- Understand and develop budgets for effective advertisements.
- Develop and manage marketing and advertising campaigns.
- Build brand awareness and positioning.
- Support recruitment lead generation efforts.
- Coordinate marketing projects from start to finish.
- Overseeing social media marketing strategy, content, and budget.
- Perform other tasks as assigned by supervisor

### **Knowledge, Skills & Abilities:**

The successful candidate will have excellent verbal and written communication and presentation skills; the ability to presentations with groups and individual students is a must:

- Bachelor's degree in business, marketing, communications, or related field.
- Experience in marketing and running a marketing team with proven experience.
- Effective time management skills and the ability to multitask.
- Professional and proactive, with the ability to manage budgets.
- High competence in project and stakeholder management.
- Excellent interpersonal, written, and oral communication skills.
- Experience with digital marketing, such as social media marketing and content marketing.
- Proficient with Microsoft applications including Word, Excel, and Outlook.