**Marketing Manager**

**Position Announcement**

Independence Community College (ICC) seeks applications for the position of Marketing Specialist.  Independence Community College, a small, rural, residential community college in southeast Kansas, serving the needs of full/part-time students and student athletes, has initiated continuous quality improvements through the Standard Pathways accreditation process. ICC is an Equal Opportunity Employer.

**Position Summary**

The role of the Marketing Manager includes analyzing and evaluating resource needs for current and future growth at ICC, website design and maintenance, preparation of press releases, assist with events, social media, ad and print development, coordination and management of other marketing service providers, and effective communication with ICC stakeholders.

**Qualifications**

Bachelor's Degree is required in related discipline. Experience and demonstrated success in a similar position desired. Strong knowledge of HTML, Content Management Software (CMS), and desktop publishing is strongly preferred. Highly motivated and proactive individual, with superior oral and written communication and interpersonal skills are a must.

**Position Information**

**This is a full-time, 12-month position with vacation, personal and sick leave, and excellent insurance program. Salary is commensurate with education and experience.**

**Application Procedures**

Position is open until filled. The interview process can be a combination of on-line and on-campus as may be needed to accommodate applicants and interviewers. Candidates whose education and experience match or exceed the job requirements may apply online at [www.indycc.edu/hr](http://www.indycc.edu/hr).

A complete application packet includes the following:

* Cover Letter
* PDF files attached to the email
  + Résumé
  + Transcripts (unofficial copies are acceptable for consideration, but official copies will be required for employment)
  + Sample of work or portfolio
  + Three references with contact information

**Marketing Manager**

**Position Announcement**

This role will also be responsible for writing, editing and producing content for the ICC website, print publications, social media, press releases and general correspondence. The position reports to the VP of Operations.

## Primary Responsibilities

1. Works closely with the ICC Administrators to identify priorities and needs to pursue through resource development.
2. Create and manage events that promote the college.
3. Manage the ICC website (www.indycc.edu).
4. Prepare and/or present communications regarding ICC events, news and key information for stakeholders.
5. Develop print publications.
6. Manage the electronic signs on campus.
7. Prepare press releases for various media to promote the college.
8. Create and manage social media.
9. Outsource marketing work as needed and manage work product.
10. Represent the college at community and service area events.
11. Prepare Operational Plan that supports Strategic Plan and develop and publish metrics.

**General Qualifications**

1. Excellent written and oral communication skills
2. Ability to write clear, structured, articulate, and persuasive communications; strong editing skills and attention to detail
3. Excellent research, planning, conceptual, and strategic thinking skills
4. Ability to use electronic systems for effective information flow; gathering data, compiling information; proficiency with Microsoft Word, Excel, and web-based research
5. Demonstrated organizational and problem solving skills; ability to meet deadlines
6. Demonstrated initiative, creativity, team work, conflict resolution/decision making skills
7. Experience with proposal writing and institutional donors preferred
8. Ability to work ethically and maintain confidentiality
9. Serve as an ambassador to ICC on campus and in the community
10. Experience with Photoshop , InDesign and SquareSpace preferred