

DIRECTOR OF MARKETING AND COMMUNICATIONS

JOB DESCRIPTION

PURPOSE

To enhance engagement among institutional leaders and foster a greater sense of community across the Association through timely, accurate, and impactful communication. This position aims to elevate recognition of ABHE and inspire active participation in its programming. This position reports to the Chief of Staff and is an in-person role based in Orlando, FL.

RESPONSIBILITIES

1. STRATEGIC PLANNING AND EXECUTION

- Develop an annual comprehensive Strategic Marketing Plan collaboratively with the Executive Leadership Team (ELT).
- Execute the marketing plan across various media channels, including print, digital, email, and social media, ensuring timely completion and alignment with organizational objectives.

2. WEBSITE AND DIGITAL PLATFORM MANAGEMENT

- Assist with managing and updating the ABHE website in partnership with the Chief of Staff and ELT members.
- Establish, manage, and enrich digital communities and resource libraries within the Thrive communications platform to enhance networking and engagement.
- Maintain and optimize online forms for digital communications and data collection.

3. CONTENT CREATION AND DISTRIBUTION

- Oversee the creation, editing, proofing, and distribution of all Association communications, including regular updates and special messages to specific distribution groups such as presidents and board members.
- Develop SEO-optimized content strategies to enhance the Association's online presence.
- Leverage data-driven insights to refine and personalize communication strategies.

4. ANALYTICS AND REPORTING

- Monitor and report on engagement metrics, including website traffic, email open rates, and social media performance.
- Utilize analytics platforms like Google Analytics to assess communication performance and make improvements.

5. TEAM COLLABORATION AND PROJECT MANAGEMENT

- Work closely with the ELT and Commission on Accreditation (COA) staff to maintain accurate distribution lists for all ABHE constituencies.
- Partner with community facilitators to curate a robust library of digital resources.
- Exhibit proficiency in managing marketing-related projects effectively, overseeing timelines, resources, and deliverables.

6. EMERGING TECHNOLOGIES AND TRENDS

- Stay informed about emerging communication trends, tools, and AI-driven solutions, proactively integrating best practices to enhance ABHE's communication impact.
- Demonstrate willingness to explore, adopt, and champion generative AI and other emerging technologies to streamline marketing and communication processes.

7. LEADERSHIP DEVELOPMENT CONFERENCES AND ANNUAL MEETING ENGAGEMENT

- Work as assigned to assist in the production and execution of Leadership Development Conferences throughout the year.
- Work as assigned to assist in the production and execution of the Annual Meeting.

QUALIFICATIONS

Essential:

- Strong personal relationship with Christ and commitment to ABHE's mission.
- Proven track record of excellence in marketing and communications.
- Demonstrated experience developing and executing comprehensive marketing plans.
- Proficiency with print, email, and social media communication tools.
- Accuracy in English grammar, editing, and proofing.
- Knowledge of communication analytics and ability to apply insights.
- High work ethic, productivity, and capacity for managing multiple responsibilities.
- Strong interpersonal and team collaboration skills.
- Servant-leadership mindset with a proactive, can-do spirit.

Preferred:

- Post-secondary training in marketing and communications with strong academic performance.
- Familiarity with tools such as WordPress, Google Analytics, Adobe Suite, or Canva.
- Marketing experience within the Christian higher education movement.
- Adaptability, creativity, and problem-solving skills.
- Project management experience.