

Director of Marketing

The Benjamin Franklin Institute of Technology, located in the South End, one of Boston's most vibrant neighborhoods, seeks qualified candidates for a Director of Marketing position. This position will report to the President of the college and serve as a member of management team to lead and implement the strategic marketing initiatives to support the college's mission.

Specifically, the Director of Marketing shall:

- Be responsible for developing and implementing the marketing vision and plan for the college;
- Provide direction for the development and execution of a wide range of projects that achieve strategic marketing goals;
- Work collaboratively and in partnership with the college's Chief Development Officer and the Development Department;
- Work collaboratively and in partnership with the college's Associate Dean of Admissions and Financial Aid to meet enrollment goals.
- Oversee and facilitate the development of the college's digital and traditional marketing efforts to enhance the college's brand and grow recruitment;
- Oversee creative and design for all collateral used by the Admissions office for student recruitment, including view books, department postcards, financial aid booklets, etc.
- Craft content (i.e. white papers, profile pieces, speeches) as appropriate to support the mission of growing the BFIT brand and reach.
- Expand, update and manage all forms of the college's digital reach including, but not limited to social media, video production, and web content , to reach prospective students, parents, guidance counselors, community partners, and others influencers;
- Oversee Public Relations and College Communications efforts (i.e. press releases and articles, etc.); and,
- Carry out other responsibilities as assigned.

The ideal candidate is a creative, resourceful thinker who is comfortable with traditional as well as the latest web-enabled, mobile and social media communications. The Director of Marketing will also have:

- A quick and open mind;
- The wherewithal to develop and implement marketing concepts and plans, including branding, in an entrepreneurial and collaborative environment;
- An understanding of the shared decision making and governance model in higher education;
- The ability to develop effective working relationships with a broad range of creative and dedicated faculty, staff and students; and
- The desire and ability to stay current on all aspects of e-communications, social networking and media, mobile technology, college policies, mission and philosophy.

Requirements

- Bachelor's degree, 6+ years of experience in marketing, communications management, and client relations with at least several years of experience in the higher education sector.
- Excellent writing and editing skills, integrity, discretion, and creativity.
- Understanding of principles of design, print and photography, as well as Web design, visual rhetoric, production life cycle and electronic communications in higher education marketing.
- Understanding of marketing principles, use of market research, web analytics and lead generation.
- Understanding of higher education communications issues and appreciation of academic culture.
- Ability to negotiate with vendors and external resource providers;
- Ability to develop strong collaborative partnerships and to earn trust within an organization.
- Ability to manage many projects, to develop appropriate priorities, and meet deadlines.
- Ability to lead individuals and teams and work collaboratively with colleagues and clients.
- Business or Marketing degree preferred.

Applicants who may not exactly meet these qualifications are encouraged to describe in writing why they would nonetheless contribute substantially to the success of the college and would carry out the requirements of the job.

Qualified candidates should submit a cover letter, resume, two work samples and professional references via e-mail no later than May 30, 2014 to:

Shelley Dropkin
Director of Human Resources
Benjamin Franklin Institute of Technology
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Boston, Massachusetts 02116
E-mail: sdropkin@bfit.edu

*The Benjamin Franklin Institute of Technology is an Equal Opportunity Employer.
Applications from individuals who would increase the richness of the Institute's diversity are welcomed.*