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## EMPLOYMENT LISTING

### Director of College Marketing and Communication

#### Elsah, IL

**Summary:** The Director of College Marketing and Communications will provide visionary leadership and strategic direction for the College's brand, marketing initiatives, and external communications that support enrollment growth and foster a positive reputation. This creative leader guides and develops effective communications outreach and marketing campaigns that increase engagement and shares the Principia College story with prospective and current students, faculty, staff, and other members of the community through a range of media. The position will report to the Chief Advancement, Marketing, and Communications Officer and lead the College Marketing team, as well as collaborate cross-functionally with College leadership, the broader marketing team and other institutional team members to maximize the impact of the College's marketing and communications efforts.

#### Who We Are

At our award-winning pre-K–12 school in St. Louis, Missouri, and top-ranked Principia College in Elsah, Illinois, Principia faculty and staff make up a close-knit community of educators, coaches, and professionals taking a distinct approach to education—blending academic excellence with Christian Science-based character education. Principia's team of over 500 employees supports not only Principia School and Principia College, but also a worldwide network of Alumni & Friends.

At Principia College, our globally-focused curriculum honors diverse perspectives and develops creative changemakers who use their academic skills for good in service to themselves, their communities, and the world. In-depth study meets real-world experience through study abroad programs, internships, capstone projects, and a robust slate of student activities, including a world-renowned mediation team, top-ranked solar car team, national champion rugby club, and the nation's oldest student-run public affairs conference.

Principia employees are part of an engaging academic community preparing students to be tomorrow's leaders, thinkers, and changemakers. We strive to create a [collaborative and inclusive environment](#) where everyone feels they belong and are valued.

## **Primary Responsibilities**

- Develops and manages an annual, multi-channel marketing strategy for Principia College that supports external communications and initiatives designed to grow enrollment, builds a positive brand awareness and reputation, and meets the College's goals.
- Collaborates with the College Admissions Team on all facets of admissions journey, from initial contact to the first day of classes, including collaborating with the EAB, the admissions marketing agency
- Directs and manages the College's visual brand and messaging in collaboration and alignment with Principia's broader brand and messaging
- Leads and manages the production of marketing collateral across all media and marketing platforms (i.e., email, social media, direct mail, advertising, video production, photography, etc) through collaboration with institutional marketing department designers, copywriters, photographers, and videographers, as well as contractors.
- Directs the strategy, design, and content, and supports development, of Principia College's external website and College app, and supports associated College-specific external websites (i.e., ISPaSO, Athletics, Study Abroads, etc.) to ensure consistency with Principia College messaging and visual identity guidelines.
- Guides, mentors, and manages the College's marketing coordinator, hires and oversees additional staff and contractors, and helps manage student workers while collaborating cross functionally with Principia's shared services marketing team of designers and copywriters.
- Leads strategy and identifies the data needed (qualitative, quantitative) to measure conversion and engagement and prepares quarterly marketing reports by collecting, analyzing, and synthesizing data sources such as Google analytics, social media, email (CRM), Niche, and College app analytics.
- Serves as a member of collaborative leadership teams in order to ensure all marketing communications, campaigns, and strategies are consistent and institutionally aligned and seeks opportunities for collaborations that support Principia's institutional goals.
- Coordinates and creates content for Principia news and PR stories that feature faculty and staff research and accomplishments, highlight student outcomes, and promotes events.
- Promotes newsworthy stories and events by creating and disseminating press releases, pitching stories to the media, developing/maintaining media relations via Muckrack, and sharing news with Principia's internal and external audiences.
- Identifies opportunities to position Principia's faculty and staff as thought leaders to build brand recognition and reputation.
- Collaborates with Executive Communications Director to support the College President with communications for internal and external audiences and events.
- Oversees Principia College's social media strategy and content on platforms such as Facebook and Instagram to drive growth, increase web traffic conversion, and enhance communication with the public as well as specific target groups.

- Works with the College marketing team, student workers, and shared services marketing team to create engaging videos, stories, and posts and ensure a consistent voice, look, and brand across all channels.
- Keeps abreast of ongoing changes and trends in social media and best practices, as well as assesses and identifies effective strategies, key target audiences, and new social channels to enhance digital marketing efforts.
- Develops the College's marketing budget each fiscal year and manages funds by planning and controlling annual spend.
- Identifies and advises on marketing production and people resources needed to successfully deliver on marketing and communications strategy goals.
- Develops biannual reports highlighting marketing goals, accomplishments, and assessments.
- Serves as point of contact for all external marketing and communications needs for Principia College and supports marketing and communications efforts/information sharing across the institution.
- Collaborates with Principia's Advancement and Alumni offices in support of the College's fundraising, alumni network, and alumni event outreach efforts.

### **Core competencies**

- **Leadership:** Exhibits confidence in self and others; inspires and motivates others to perform well; effectively influences actions of others; inspires respect and trust; accepts feedback from others; provides vision and inspiration to peers and subordinates; gives appropriate recognition to others; mobilizes others to fulfill the vision; promotes a positive work environment
- **Strategic Thought:** Works to articulate the vision and shows creativity when defining solutions
- **Results Driven and Productivity:** Ability to prioritize and deliver results in a high-volume environment, as well as willingness to work cross-functionally across diverse teams, departments, and all levels of management
- **Communication:** Communicates well (written and verbal), delivers presentations, has good listening skills with high energy, drive, and both intellectual and emotional intelligence
- **Interpersonal Skills:** Strong interpersonal and communications skills and the ability to work effectively and professionally with faculty and staff at all levels, builds strong relationships and solicits feedback
- **Project Management:** Monitors status of projects, thoroughly deals with project details, holds project owners accountable, delivers clear, accurate depiction of status
- **Problem Solving:** Critical thinker and high-level problem-solver
- **Innovation and Adaptability:** Adapts to and energized by change, open to new ideas and responsibilities in an entrepreneurial and rapidly evolving setting with a "can-do" attitude, team spirit, good humor, flexibility, and enthusiasm; creative, offers new ideas

- **Teamwork:** Accountable to team, works to meet established deliverables, appreciates view of team members, respectful

### **Minimum Qualifications**

- Student of Christian Science
- Supportive of Principia's mission, vision, and values as articulated here <https://www.principia.edu/about/mission>
- Bachelor's degree in business, marketing, or communications required
- Minimum 10 years of experience in communications, marketing, branding, public relations, or a related field required; higher education or non-profit experience preferred
- Excellent writing skills, must provide portfolio examples
- Demonstrated experience in directing, managing, and creating content for multi-channel platforms, including web, social media, print, and email
- Experience managing employees and leading creative teams and processes
- Project management experience
- Experience working with social and web data analytics, creating reports, and analyzing trends
- Understanding of mobile app platforms and technology, and demonstrated experience with SEO and website development
- Experience with CRM platforms, particularly Slate
- Proficiency in Microsoft Office, Google Suite, and Adobe Suite applications (Photoshop, InDesign, Illustrator) preferred
- Strong command of and experience with various social media platforms

The statements above describe the general nature and level of work but are not a complete list of responsibilities and are subject to change at the discretion of Principia.

### **Equal Opportunity**

Principia, a mission-driven institution, believes every person has the right to an equitable and respectful educational environment and workplace. Principia does not discriminate on the basis of race, color, national origin, ethnicity, gender (identity or expression), sexual orientation, family status, disability, age, or military or veteran status.

In hiring, admissions, and related decisions, Principia—as an institution with a religious mission—gives preference, where appropriate, to Christian Scientists.

For more information: [www.principia.edu/jobs](http://www.principia.edu/jobs); [Beth.Trevino@principia.edu](mailto:Beth.Trevino@principia.edu); 618-374-5202