

<u>Marketing & Graphic Design Manager</u> JOB POSTING	
Division: Heritage College & Seminary	Job Location: Heritage Campus – Admin Building
Reports To: President	Department: Marketing and Recruitment

About Heritage College & Seminary

Heritage College & Seminary exists to glorify God by partnering with churches in providing a biblically based education equipping men and women for life and ministry in the church and in the world.

Formed in 1993 from the merger of two respected institutions, Heritage has a rich history in providing academic excellence in the delivery of programs that help to shape biblical insight. The school is a place of worship that celebrates and cultivates God-given talents that make it possible for its graduates to Major in the Word of God, so they can help churches make a world of difference.

About the Role

Heritage College & Seminary is seeking an experienced Marketing & Graphic Design Manager to join the Heritage family in fulfilling its mission of advancing the Lord’s church through undergraduate and graduate programs and continuing education.

This position, reporting to the President will play a crucial role in advancing the mission of Heritage College & Seminary by overseeing the creation, innovation and execution of engaging marketing material and campaigns. This includes the creation and coordination of various multimedia elements including photography, videography, graphic design, and written content that will be used for marketing, advertising, recruitment, and other forms of communication.

The Marketing & Graphic Design Manager will also research demographics, sociographics, and network with various ministry leaders to ensure the effectiveness of the Heritage marketing strategy and design solutions. Collaborating with other departments to conceptualize and scope project deliverables and timelines of graphic art and visual materials for print and digital media ensuring the layout and design are aligned with the Heritage brand, production standards and best practices is essential.

This position provides strategic marketing plans for recruitment and admissions, and supports strategic plans built by others on the team for donor development, partner churches, and alumni that are over-arching, cost effective, and goal based.

The ideal candidate should have a proven track record, excellent communication skills, a strategic mindset, and the ability to work collaboratively. The role requires a strong commitment to ethical practices and maintaining high standards of professionalism.

Key Responsibilities

- Perform duties and responsibilities in a manner that reflects a knowledge and adherence to Heritage’s Mission, Vision, and Values.
- Develop, implement, evaluate and continually improve strategic marketing plans for recruitment and admissions. Assist in the development of strategic plans for donor development, partner churches, and alumni that are over-arching, cost effective, and goal-based and that reflect interdepartmental dependencies.
- Provide leadership and accountability for the college and seminary recruiters and the communications assistant.

- Develop, monitor, and report marketing, recruitment, and admissions strategic performance metrics to ensure targets are met.
- Create and coordinate a variety of graphics for all departments within Heritage.
- Collaborate with the donor support team to deliver marketing campaigns through various channels such as direct mail, web, and events.
- Oversee the marketing process and activities across all departments and ensure standards are adhered to, to protect the Heritage brand and image.
- Provide effective communication internally and externally to prospective students, teachers, pastors, and parents.
- Ensure effective and consistent positioning of the Heritage brand across all departments' communications.
- Develop and manage media relations including story ideas and news releases.
- Oversee the visual design and content strategy of an effective web-based communication plan including media publication and social media engagement with our key audiences (prospects, churches, donors, and alumni).

Qualifications

- Bachelor's degree or equivalent in Business Communication, Public Relations or Marketing preferred.
- 3 years of experience in college/seminary recruitment, admissions, strategic marketing and graphic design preferred.
- 2 years of experience in leadership and department budget management preferred.
- Basic knowledge of photography is an asset.
- Superior knowledge of Microsoft applications, including Word, Excel, Adobe Creative Suite.
- Knowledge and use of Christian research groups like BARNA Group is an asset.
- Strong knowledge of processes, trends, and best practices in higher education.
- Exceptional interpersonal and communication skills, with the ability to engage effectively with diverse audiences.
- Exceptional project management, organizational and time management skills, with an ability to prioritize and manage multiple projects simultaneously, seeing projects to completion on time and with quality.
- Creativity as well as analytical ability to maximize program outcomes and track for strategic and process improvements.
- Self-motivated with the ability to work independently as well as effectively as part of a team, instilling confidence and trust among fellow staff and external constituents.
- Strong writing skills, including the ability to proofread and edit content.
- High ethical standards, discretion, and confidentiality in working with confidential information.
- Ability to support the values and mission of Heritage College & Seminary.