

Job Classification Description

**Director of Marketing and Communications
Non-Bargaining Unit**

**Grade 15
Exempt**

Basic Function

The Director of Marketing and Communications at the Community College of Vermont provides vision, leadership, and administrative oversight for marketing, communications, public relations, the institutional websites and portal, new media, and print publications. Responsible for crafting and establishing CCV's brand presence throughout Vermont to support recruitment, student success and the public image of the College. Responsible for management, currency and quality of CCV's public information. Provides strategic direction for and management of CCV's online communication, including its websites, portal, bulk email and social media, and spearheads the adoption of new media technologies and strategies for college communications.

Characteristic Duties and Responsibilities

Play a central leadership role in the College's communication strategy and brand direction.

Oversee the College's graph a â a g

Collaborate closely with online learning, IT and library colleagues regarding strategic initiatives, technologies, information management, and goals.

Proactively champion new technologies, tools, trends, and emerging best practices to ensure that students have excellent access to schedules, information, and opportunities.

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