MESALANDS COMMUNITY COLLEGE

Position Announcement

POSITION:	Executive Director of Marketing Analytics, Advertising, and Graphic Design
FULL-TIME/PART-TIME	Full Time
FLSA EXEMPT POSITION:	Yes
POSTED:	03/28/2022
START DATE:	Negotiable
LOCATION:	On campus
SUPERVISOR:	Vice President of Communication and Public Relations
DIVISION:	Communication and Public Relations

Summary:

Mesalands Community College is seeking a full-time Executive Director of Marketing Analytics, Advertising, Digital Analytics, and Graphic Design. Reporting to the Vice President of Communication and Public Relations, the Executive Director is a member of the vice president's leadership team, and will also have significant interaction with senior leaders in other units like Academic Affairs, Student Affairs, Business and Finance, Enrollment Management, Facilities, etc. The Executive Director interacts closely with other leaders across the institution to facilitate success in Mesalands College mission and the pursuit of the College's strategic goals of student success, access, and prudent use of our resources. In particular, the Executive Director will work very closely with the Executive Director of Institutional Research and Effectiveness and the Executive Director of Information Technology. Further, the Executive Director will be collaborating closely with the Executive Staff and the President. The Executive Director leads The Creative Team composed of a graphic designer, the webmaster, and a public communication and social media specialist. In addition to oversight of The Creative Team, the Director will oversee advertising, media management, and marketing data analytics. The Director is at the forefront of guiding data driven strategies by leveraging emerging technology, keen analytic abilities and a laser focus on addressing, marketing, and advertising the Mesalands College programs, services, and initiatives. The Executive Director works cross-functionally between College departments to guide measurement frameworks, learning agendas, marketing and advertising strategy, performance of marketing and advertising analytics, modeling and technology solutions. The Executive Director will recommend, and if approved, lead the advertising plan for the College. In doing so, the Executive Director will deliver marketing and growth objectives aligned with the Mesalands brand values for measurable enrollment growth. The Executive Director will do this by leading the creation of content, communications, and experiences that engages and inspires future students to act. The Executive Director will lead the implementation and operation the technology platforms that enable personalized content and marketing user-centric experiences. In doing so, the Executive Director transforms Mesalands' marketing and engagement operations into a modern, data-driven, creatively focused comprehensive community college of first-choice. The Executive Director will bring extensive experience

in creative and digital marketing capabilities, a thorough understanding of advertising, an eye for graphic design, and a deep understanding of effective communication. The Director will plan and execute comprehensive and timely strategies that advances MCC's mission and strategic goals with College stakeholders informed by the College's core values: integrity, excellence, empowerment, inclusiveness, collaboration, and stewardship.

All employees have competitive salaries, excellent benefits and potential for growth.

The Director of Marketing Analytics, Advertising, and Graphic Design is accountable for the following duties:

- Bring a strong background with proven experience in digital analytics, audience discovery and segmentation, measurement, modeling, and data quality
- Utilize SQL to perform advanced website and digital media analyses using GMP analytics tools such as Google Analytics, DV360, Ads Data Hub
- Uncover the potential student's key questions, design and execute analysis to address those questions, and be able to demonstrate the impact of these recommendations
- Create dashboards for data visualization tools
- Serve as subject matter expert and assist in development of widely-recognized College brand, image management, best practices and solution guides
- Bring analytical rigor and wear many hats, between supporting and leading delivery teams, partnering with internal cross-functional teams, client facing exposure, and diving in with a start-up mentality
- Possess Strong time management skills to ensure accurate delivery while handling multiple projects
- Cross-channel prospective and active student engagement strategy, design and development (web, mobile, social, physical)
- Marketing Content and digital asset management solutions
- Marketing Technology and Advertising Technology solutions
- Marketing analytics implementation and operations
- Advertising campaign ideation, development and execution
- Acquisition and engagement campaign ideation, development and execution
- Agile based, design-thinking, user-centric, empirical projects that accelerate results

Qualifications:

Minimum Qualifications: The successful candidate must meet the following criteria:

- Requires a Bachelor's Degree in Marketing, Management, Advertising, Data Analytics, Digital Marketing, or a similar area and a minimum of five years' experience of employment in marketing, advertising, data analytics, or management.
- A minimum of two years experience in data analytics and utilization of data to make informed decisions regarding marketing and advertising.
- Demonstrated experience in online measurement, operations, data management platforms (DMPs), Demand-Side Platforms (DSPs), static and dynamic Ad servers.
- A minimum of three years of supervisory experience.

- Demonstrated experience with Digital Analytics tools (Adobe Analytics, Google Analytics) and Tag Management Solutions
- Strong knowledge of analytical methodologies for evaluating and optimizing customer datasets and digital campaigns (i.e., segmentation, predictive response models, etc.)
- Experience defining analytics strategy, developing analytics requirements, designing and prototyping, testing, training, defining support procedures, and implementing practical business solutions under multiple deadlines.
- Excellent understanding of databases and ability to mine large data sets using advanced SQL Skills
- Proficient in leveraging widely used reporting/data visualization tools
- Excellent Project Management experience and ability to manage work and meet specific deadlines, highly organized and self-sufficient
- Excellent communication and presentation skills

Preferred Qualifications:

- Preference for candidates who have a Master's Degree or higher in any of the above disciplines and conferred by a regionally-accredited institution.
- Preference to candidates who are bilingual in English and Spanish.

Language skills:

Strong verbal, written, and interpersonal skills a must. Ability to read and interpret texts related to the discipline; documents such as safety rules, operating and maintenance instructions; and procedure manuals. Ability to write required reports and correspondence, and memos. Ability to effectively present information to individuals and groups of students and others from within Mesalands Community College and out in the community.

Mathematical skills:

Ability to perform basic mathematical functions.

Reasoning ability:

Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems. Technology skills: Computer Competency; Capable of applying and maneuvering within various software packages including but not limited to Microsoft Windows, Microsoft Word, Microsoft Outlook, and Internet.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee is required to walk, stand, sit; use hands to handle or feel objects, tools, and controls; reach with hands and arms; stoop, kneel, and lift; and talk and hear. The employee must regularly lift and/or move up to 25 pounds and occasionally lift and/or move up to 75 pounds, depending on the discipline area.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment from low to high. Job performed indoors in a classroom and studio environment with adult students.

About Mesalands Community College:

According to CNBC, Mesalands is the 9th best community college in the nation and is organizationally active with the American Association of Community Colleges, American Community College Trustees, and the League of Innovation as well as a number of state and local organizations. MCC is ranked in the top 2.9% of all community colleges in the US, 11th most affordable community college in the US, and 2nd best community college in New Mexico. Mesalands is fully-accredited by The Higher Learning Commission and the MCC staff includes members of the HLC Peer Review Corps.

Mesalands Community College is in Tucumcari, New Mexico nestled among the beautiful mesas of eastern New Mexico on Interstate 40 between Albuquerque, NM and Amarillo, TX and along historic Route 66. Outdoor opportunities abound with lakes, hiking, and mountains. Historic Tucumcari is a small, rural, affordable town with mid last century accents, top ranked local restaurants, and a small-town friendly charm. Mesalands is a small comprehensive community college where everyone works as a team for student success and access and is a residential institution attracting, not only local students, but students from across the nation and abroad. MCC is home of the North American Wind Training and Research Center, the Center for Innovation for Renewable Energy (wind, solar, and stored energy), the wind energy training program is ranked in the top 3 in the nation, the agricultural programs are ranked in the top 10 in the nation, a vibrant paleontology program, ranked 3rd nationally, hosts the Mesalands Dinosaur Museum of finds from local excavations. In addition to a range of associate of arts degrees, ideal for transfer, MCC offers numerous occupational/technical associate of applied science degrees in a wide range of areas including cowboy arts, silversmithing, agribusiness, Farrier, and ranch sciences embrace the southwestern culture. MCC hosts the Mesalands University Center where, through partnerships with Universities, students may begin at Mesalands, earn a microcredential, certificate, or degree, and transfer on-campus into the University Center where they may complete bachelors, masters, and doctoral degrees without leaving the Mesalands campus. Mesalands is a member of the NJCCA Athletic Conference for golf and cross country and NJCCAE for eSports. MCC is the proud home of nationally-ranked rodeo. MCC is a Hispanic Serving and Rural Serving Institution, a member of Excelencia in Education, Hispanic Association of Colleges and Universities, and a leader in student success and access through guided pathways.

Closing Date:

The position is open until filled with first review of applications will begin immediately.

To Apply:

Applicants must submit: 1) a cover letter and include certification, if any; 2) a resume; 3) a completed Mesalands Community College Employment Application; and 4) unofficial copies of college transcripts or high school diploma or equivalency. References and former employers will be contacted. Applicants will be notified if selected for an interview. Search may be extended if additional candidates are needed.

Mailed or fax applications will not be accepted. Use the following link to complete the Mesalands Community College Employment Application and attach required documents.

https://www.mesalands.edu/faculty-and-staff/employment/

Non-Discrimination Statement:

Mesalands Community College (MCC) is committed to creating and sustaining a community that celebrates individual differences and diversity. We are dedicated to improving access to equal opportunities to all persons. MCC is dedicated to eliminating discrimination and prohibits discrimination against any person based upon their race, age, religion, color, national origin, ancestry, sex, sexual orientation, gender identity, spousal affiliation, pregnancy, childbirth, condition related to pregnancy or childbirth, physical or mental disability, serious medical condition, or veteran status in violation of the law, in its educational programs, activities or employment