



TVCC is a comprehensive community college dedicated to promoting student success.

RECRUITMENT ANNOUNCEMENT

Marketing Manager

PAY - \$55,000-\$65,000 (doe)

JOB TYPE - Full-time (exempt)

DEADLINE - First review 4/21/25

(will remain open until filled)

LOCATION - Ontario, Oregon

DEPARTMENT - Student Services

REPORTS TO - Vice President of
Student Services

Come work for us! Working for TVCC comes with many exciting benefits. With 11 annual paid holidays, Friday's off in the summer, Christmas break for all employees, generous vacation and sick leave along with a great selection of medical, dental and vision plans to choose from (for eligible employees and their dependents), retirement benefit (for eligible employees) and much more, choosing to work for TVCC will be a great step in your career. We invite you to apply and experience the benefits of a thriving community college that values each employees' contributions to its success!

A little about us... TVCC welcomes you to Ontario - where Oregon begins! TVCC was founded in 1962 and is located on a 90-acre campus near the center of Ontario, Oregon. TVCC currently employs around 150 full-time faculty and staff. TVCC's campuses and centers extend to several locations throughout Oregon and Idaho: Caldwell (Idaho), Burns (Oregon), Snake River Correctional Institution, Warner Creek Correctional Facility, Eastern Oregon Correctional Institute, Powder River Correctional Facility, and Two Rivers Correctional Institution. Ontario is an agriculturally based city of over 11,000 people, with a service area population of over 60,000. Ontario is situated in the Treasure Valley and located about 60 miles west of Boise, Idaho. The Treasure Valley offers many outdoor opportunities for the entire family, including fishing, boating, hunting, camping, skiing and sightseeing.

PURPOSE: The Marketing Manager provides strategic direction and leadership for all aspects of Treasure Valley Community College's marketing and communications efforts, in partnership with and reporting to the Vice President of Student Services. This position is responsible for developing, executing, and assessing marketing initiatives aligned with the College's mission and goals, ensuring a cohesive and dynamic presence across digital and traditional platforms. The Marketing Manager will lead high-level strategy, campaign planning, and brand management, working collaboratively with departments across the College to enhance visibility and support enrollment growth.

QUALIFICATIONS

MANDATORY:

- Bachelor's degree in Marketing, Communications, or a related field
- Minimum of five years of experience in strategic marketing, communications, or brand management
- Demonstrated experience leading marketing initiatives, including campaign strategy, trend analysis, and content oversight
- Experience with analytics and reporting tools to measure marketing performance and inform decision-making
- Experience managing a team and working collaboratively with cross-functional teams

PREFERRED:

- Master's degree in Marketing, Communications, Public Relations, or a related field
- Previous experience in higher education marketing

ESSENTIAL FUNCTIONS

- Develop and execute strategic marketing campaigns: Lead the creation and implementation of strategic marketing plans and campaigns to support enrollment goals, branding, and visibility. Collaborate with leadership to align initiatives with the College's mission and Enrollment Management Plan. Annually set marketing initiatives with a comprehensive strategy and campaign calendar.
- Brand management and consistency: Oversee the development of a consistent and recognizable brand identity across all marketing and communication efforts. Ensure adherence to branding standards in collaboration with departments and external partners.
- Cross-department collaboration and consultation: Serve as a strategic advisor and resource for departments across the College, providing marketing expertise, consultation, and support for targeted initiatives. Collaborate with faculty, staff, and students to collect content ideas and updates, positioning the marketing team as a resource and promoting College activities. Build and maintain partnerships with departments to align and integrate marketing efforts. Collaborate closely with public information personnel and the Office of the President, ensuring College-wide consistency and alignment in messaging, both externally and internally.
- Content strategy, planning, and oversight: Direct the creation and curation of compelling, accurate, and on-brand content for various owned and paid marketing channels, including social media, websites, billboards, advertisements, and digital and traditional signage such as bulletin boards and posters across college locations, ensuring content meets brand standards and College strategic goals.
- Content creation and publishing: Create and publish engaging content across various platforms, including social media, websites, email, and digital signage, ensuring consistency in messaging and tone. Maintain up-to-date and accurate content on digital platforms, including the College website, by updating events, announcements, and other key information.
- Social media management: Coordinate TVCC's social media presence by creating, curating, and posting content that reflects the College's brand and goals. Monitor engagement and interact with audiences across social platforms to enhance community relations.
- Advertising and media planning: In partnership with advertising vendors and publications, oversee all advertising and media planning for the College, including

working with agencies, placing ads in local publications, and managing paid placements such as billboards.

- Performance analysis and reporting: Assess and report on the effectiveness of marketing efforts, including return on investment, to inform strategic adjustments. Use data analytics to refine tactics and improve campaign effectiveness.
- Vendor relationships and oversight: Vet, hire, and manage external vendors and contractors, ensuring alignment with College goals and brand standards.
- Budgeting and reporting: Develop and manage annual marketing budget in partnership with the Vice President of Student Services.
- Professional development: Stay current on industry standards and innovation through a commitment to ongoing professional development in the field of communications, content strategy, social media and issues affecting higher education.
- Other duties as may be assigned.

TERMS OF EMPLOYMENT

This is a full-time, Professional, exempt position.

BENEFITS

Benefits include medical insurance for employee and eligible dependents, Oregon retirement plan as well as 160 hours of annual vacation leave, 16 hours of annual personal leave and 8 hours per month of sick leave accrual.

APPLICATION PROCEDURE

A complete application file consists of the following:

- A letter of interest stating how you are qualified to perform the duties of the position.
- A resume
- College transcripts, if any (copies are acceptable at this time)
- A TVCC application for employment. A pdf fillable application may be downloaded at www.tvcc.cc/hr/jobs.cfm
- If applicable, a completed DD Form 214 in order to establish veteran preference per OAR 839-006-0445 and OAR 839-006-0450(3)

APPLICATION SUBMISSION: All application materials should be submitted or mailed to: HR@tvcc.cc or Human Resources, Treasure Valley Community College, 650 College Boulevard, Ontario, OR 97914.

TREASURE VALLEY COMMUNITY COLLEGE IS AN EQUAL OPPORTUNITY EDUCATOR AND EMPLOYER

It is the policy of the Treasure Valley Community College Board of Education and the College that there will be no discrimination or harassment on the basis of race, color, sex, marital status, sexual orientation, gender identity, religion, national origin, age or disability in any educational programs, activities or employment. Lack of English language skills will not be a barrier to admission and participation in career and technical education programs. Persons having questions about equal opportunity and non-discrimination should contact the Human Resources Director located in the Performing Arts Center on the south side of the Four Rivers Cultural Center building, or call (541) 881-5838 or TDD (541) 881-2723.

Es la política de la Junta de Educación de "Treasure Valley Community College" que no habrá tolerancia a la discriminación ni acoso por motivos de raza, color de piel, género, estado civil, orientación sexual, identidad de género, religión, nacionalidad, edad o discapacidad en cualquier actividad relacionada al estudio, o empleo. La falta de habilidades en el idioma inglés no será barrera para la admisión y ser participe en programas de carreras técnicas y profesional. Individuos que tengan preguntas sobre oportunidades y no discriminación deben ponerse en contacto con el Director de Recursos Humanos ubicados en el "Performing Arts Center" en el lado sur del edificio "Four Rivers Cultural Center". Teléfono (541) 881-5838 o TDD (541) 881-2723.