

Toccoa Falls College
Office of Enrollment
Position Description

Position Title: Director of Marketing

Reports to: Enrollment Management

Type & Appointment: Salaried Staff, 12 Months

Position Summary: The Director of Marketing reports to the Office of Enrollment Management and assists in implementing TFC's marketing and communication goals. This position will work with a team of student workers; outside print vendors, web developers, and serve as the point person for all marketing needs of the college.

Position Responsibilities:

1. Manage, design, and edit print materials for the college, including any specific requests from the Assistant VP and/or VP for Enrollment Management.
2. Handle all external communication and press releases for the college.
3. Oversee the TFC webpage working with various departments and offices on campus to ensure that content is accurate, updated, and aesthetically pleasing.
4. Oversee the social media strategy for the college.
5. Assists the admissions office in marketing strategy and services to ensure consistency of the brand and reputation of the institution.
6. Assists the admissions office in marketing strategies to help recruit prospective students.
7. Oversee the day-to-day activities of the marketing office including budgeting, allocation of resources, and management of student workers.
8. Assist with various duties as directed by the Assistant VP and/or VP for Enrollment Management.

Position Qualification:

1. Bachelor's degree in marketing or related field.
2. Prior experience working in a publishing and/or marketing environment, preferably within the field of higher education.
3. An established portfolio of published writing pieces, editing examples, and marketing projects.
4. Ability to meet deadlines, coordinate several jobs simultaneously, and a strong attention to detail.
5. Spiritually mature Christian in agreement with the college statement of faith and committed to the vision, mission and values of Toccoa Falls College.

All interested applicants should submit a cover letter, resume, and a completed [application](#) to Mary Kaye Ritchey, Director of Human Resources, at mritchey@tfc.edu AND Ronnie Stewart, Assistant Vice President for Enrollment Management, at rstewart@tfc.edu.