



DIRECTOR OF MARKETING
(POSITION NO. FA389)

J. Sargeant Reynolds offers a variety of programs and services to the residents of the City of Richmond and the surrounding areas. Our three major campuses serve over 18,000 credit students and provide training for an additional 14,000 students. Over the years we have educated more than 275,000 people in the Richmond area, through the Community College Workforce Alliance (CCWA). Additional information is available at the College's Website: <http://www.reynolds.edu>.

The College is seeking applicants for the position of Director of Marketing. The position will be located on the Parham Road Campus, 1651 E. Parham Road.

TYPE OF APPOINTMENT	Full-time twelve-month administrative faculty-ranked appointment. Salary commensurate with the education and experience of the applicant. Salary range: \$62,777 - \$112,056. Approximate maximum hiring salary: \$84,788.
QUALIFICATIONS REQUIRED	Considerable knowledge of communications, marketing, advertising, printing and market research. Working knowledge of academic policies, programs and curriculum, sufficient to write College documents of record (catalog, handbook, etc.). Working knowledge of presentation software to complete duties and manage department workflow. Demonstrated skill in creative strategy development. Demonstrated skill in the creation and implementation of large and wide-scale marketing programs. Demonstrated organization skills and scheduling abilities in order to supervise the completion of extensive projects involving significant numbers of people, varied resources, and multiple sources of information. Demonstrated ability to prioritize work duties and manage multiple tasks simultaneously. Demonstrated skills in fiscal management, including budgeting, procurement, and negotiation of advertising purchases. Demonstrated skills in supervisory management and program evaluation in order to assign tasks and review and improve performance. Demonstrated ability to gather, analyze and relate information about internal and external relationships and issues that promote the image and general well-being of the college. Demonstrated ability to communicate effectively, orally and written (technical, journalistic and business); and maintain a high level of interpersonal skills with a strongly diverse faculty and staff. Bachelor's degree in marketing or communications is required. The selected candidate must successfully pass the college's pre-employment security screening.
QUALIFICATIONS PREFERRED	Current marketing experience in a dynamic and fast-paced business environment utilizing creative and original marketing ideas, procedures, methods and strategies is preferred. Experience in on-going evaluation and assessment of marketing programs and goals is also preferred.
POSITION RESPONSIBILITIES	The responsibility of this position is to develop and implement college-wide marketing efforts of J. Sargeant Reynolds Community College, including brand management, publications, and the internet website resulting in a broad general understanding and appreciation of the college by the greater Richmond metropolitan region, and the achievement of College goals. The Director of Marketing will also collaborate with the college's Institutional Advancement leadership team to create effective messaging to promote the college.
APPLICATION PROCESS	Application reviews will begin JANUARY 19, 2012 , and will be accepted until the position is filled.

To apply for this or any other JSRCC vacant position, please visit the Virginia Jobs website <http://jobs.virginia.gov/>. For full consideration, the cover letter, curriculum vitae, and unofficial transcripts must be received with the online application. Three current letters of recommendation relevant to this position and official transcripts must be received in the Office of Human Resources prior to the first day of employment.

Women and minorities are encouraged to apply. "Reasonable accommodations" are provided for applicants with disabilities.
 AA/EOE/ADA