



# Marketing Director

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**Purpose:** The Marketing Director serves as a resource for agency and corporate-level managers. The Marketing Director works closely with the managers to develop a marketing strategy, leads corporate-level projects such as rebranding efforts, and collaborates with the Chief Technology Officer to analyze data to inform marketing strategy. In addition, there is a research element to the Marketing Director's job – they should be up to date on market trends and be able to utilize SAI's resources to keep the agency's brand current.

The Marketing Director meets weekly with the Student Agencies President to discuss project progress and corporate needs. They attend the weekly executive and general team meetings to offer support to all SAI businesses and stay updated on their projects. Moreover, the Marketing Director works closely with the President and Director of Human Resources to roll out professional development initiatives. The Marketing Director presents to the Board of Directors quarterly and assists in the recruitment and training of new managers.

**Hourly Requirement:** This position requires the manager to work part-time (15-20 hours per week) during the academic year. A summer commitment is open to discussion.

## Job Description

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The following job description paints a more complete picture of the skills that we are looking for. This section will show the broad tasks that the Marketing Director is expected to perform. Though the job is comprehensive, many of the skills required to successfully execute these responsibilities are learned/perfected during training.

### Main Responsibilities:

#### Agency-Specific Marketing

- Work on agency-specific plans and projects at the request of the business managers. This will occupy a large chunk of the Marketing Director's office hours.
- Obtain/establish the guidelines, requirements, and information needed for advertisements
- Draft advertising plans and send to business managers before the deadline to receive feedback and edit accordingly
- Monitor the quality of each agency's marketing materials.

#### CRM & Database

- Ensure that entities such as Canva, SquareSpace, and MailChimp are being properly utilized and maintained
- Conduct research during projects to effectively and efficiently market to target audiences. The Marketing Director works with the CTO to take advantage of sales data when planning projects and creating strategic timelines.



### Corporate-Level Marketing

- Execute corporate-level projects such as logo development and re-branding different aspects of SAI. The Marketing Director should take time to understand the different elements of SAI, the background of the project, and offer creative ideas on development projects.
- Head marketing communications surrounding SAI events with students, alumni, and the Board of Directors.

### Social Media

- Maintain SAI's corporate and business-level social media accounts
- Work closely with the President to create a marketing plan for SAI's new platform, Graduway. Create content to post on this platform and stay up to date on content posted by other parties, ensuring that they are complete with guidelines for SAI's presence on social media
- Advise SAI business managers to develop their business' presence on social media

### Design

- Create professional and intriguing content for all marketing needs required by the agencies. This may include posters, sandwich board inserts, quarter cards, and social media posts.
- Confidently and independently utilize design programs such as Canva and/or Adobe Suite.
- Ensure that all marketing materials are cohesive and contribute to the same overall message.

### Day-to-Day/General Responsibilities

- Remain up to date on all professional communications
- Contribute to the overall benefit of SAI by participating in meetings, office hours, team projects, corporate recruiting/orientation/training and aiding other businesses when necessary
- Honor all deadlines and action plans
- Aid in the transition of the next manager by keeping organized records and adding to the training manual
- Foster long-term business growth and development

### Necessary Skills:

- **Self-Management:** The Marketing Director has the freedom to create their own projects but has to be able to see them through.
- **Communication:** The need to effectively and efficiently communicate various design, brand, and project ideas is essential as the Marketing Director is generally working with other managers on a joint project.
- **Analytic skills/experience:** Data analytics are essential for reaching specific target audiences, setting a strategic calendar, and determining the success of different initiatives. As such, the Director of Marketing must be comfortable using analytics and schematics as needed.
- **Design Experience:** The Marketing Director should be familiar with design platforms (specifically Photoshop, InDesign, and Illustrator) and other creative outlets.



- **Creativity:** the ability to think out-of-the-box, recognize areas of improvement, and the ability to try new things make the Marketing Director stand out.
- **Flexibility:** Since the Marketing Director works with other businesses and corporate-level managers, they need to be able to adapt to different schedules and timelines.
- **Ability to Work Under Pressure:** As meeting deadlines is vital, the Marketing Director must be able to work under pressure when due dates draw near.

## What We're Looking For:

We are looking for a dedicated, enthusiastic, and passionate student who will prioritize SAI to ensure its success. If you exhibit any of the personal qualities requisite of the Marketing Director and/or have relevant experience, apply today! The purpose of SAI is to provide students with experiential learning, so don't let a lack of experience deter you from applying.

Some of the qualities we are looking for in potential candidates are:

- People person/works well in an individual and team environment
- An ability to effectively communicate ideas in a confident manner
- Have a creative mind that notices various opportunities within current designs and projects
- A manager that is approachable, team-oriented, and innovative
- Someone who thinks out-of-the-box and is willing to try new things
- Has an interest in leveraging data for effective marketing

If this sounds like you, apply today!