



SOUTHWESTERN COLLEGE

CONSCIOUSNESS-CENTERED GRADUATE SCHOOL FOR COUNSELING AND ART THERAPY

Marketing and Communications Manager

JOB DESCRIPTION

REPORTS TO: College President

DEFINITION: The Marketing and Communications Manager leads strategic marketing, branding, and communication initiatives to enhance Southwestern College's (SWC) visibility and engagement. This role involves content creation, social media management, media relations, event promotion, and internal/external communications. The manager collaborates college-wide to align marketing strategies with SWC's mission, values, and institutional goals.

RESPONSIBILITIES:

- *Strategic Marketing & Branding:* In collaboration with college leadership, develop and implement strategic enrollment and institutional marketing plans, oversee brand consistency, and optimize digital presence.
- *Content Creation & Management:* Write and edit materials for the SWC website, social media, press releases, newsletters, and digital advertising.
- *Social media & Digital Engagement:* Manage official social media accounts, monitor online reputation, and analyze engagement metrics.
- *Media & Public Relations:* Serve as the primary media contact, draft press releases, and coordinate interviews and coverage independently and in collaboration with other SWC experts.
- *Project & Event Marketing:* Oversee marketing for college initiatives, recruitment efforts, and special events.
- *Collaboration & Outreach:* Work college-wide with leadership and stakeholder groups to align messaging and outreach strategies.
- *Supervision & Administration:* Oversee budgets, manage personnel (e.g., graduate assistant(s) or marcom intern(s)), and ensuring compliance with public records regulations, as applicable.

QUALIFICATIONS:

- **Required:** Bachelor's degree in marketing, communications, or closely affiliated field; 3-5 years of relevant experience.
- **Preferred:** Closely affiliated graduate degree, higher education marketing and social media experience, proficiency in design and video editing software (e.g., Adobe Suite, Canva), and strong project management skills.

Reporting to the college president, this role requires a dynamic, entrepreneurial, adaptable professional with a passion for storytelling, audience engagement, and strategic marketing