

Executive Director of Marketing Communications Northern Essex Community College

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Posted Aug. 19, 2025, set to expire Dec. 13, 2025

Job Title	Executive Director of Marketing Communications
Department	Marketing Communications
Institution	Northern Essex Community College Haverhill, Massachusetts
Date Posted	Aug. 19, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Administration - Executive Administration - Other
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Executive Director of Marketing Communications

POSITION:

Full-Time Executive Director of Marketing Communications (Executive Director): Marketing Communications; Haverhill Campus; 37.5 hours per week; Non-Unit Professional Position.

SUMMARY: Reporting to the Vice President of Institutional Advancement the Executive Director of Marketing Communications will set the strategic direction for the institution's on-going integrated marketing communications activities. An emphasis is placed on elevating NECC's brand by reinforcing

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its impact and contributing to measurable growth.

This position plays a key leadership role with regard to the achievement of institutional strategic priorities. The Executive Director will lead the development and execution of communication efforts designed to both inform and inspire the college's primary target audiences. NECC's external stakeholder groups include prospective students, community partners, workforce partners, and alumni.

MarComm's Executive Director is expected to be a strategic and thoughtful communicator, a prudent change agent, and a diplomatic and driven leader. This individual must maintain a healthy balance between creativity and discipline, as well as a respectful balance between quickness and quality. A focus must also remain on developing and growing an effective marketing mindset throughout the entire institution.

The Executive Director will lead a Marketing Communications team of dedicated and talented professionals who work in the areas of digital communications, web/multimedia, public relations, social media, and creative/strategic development. In addition, this position also supervises a staff of two in the college's reprographics/mailroom department.

RESPONSIBILITIES:

Executive Leadership, Strategic Development, and Internal Collaboration:

- Work closely with the Vice President of Institutional Advancement to develop strategies that will drive and guide all of the college's ongoing external integrated marketing communications activities, including; advertising campaigns, print materials, digital and social media efforts, public relations activities, and more.
- Develop and lead communication and storytelling strategies that will advance the college's reputation, grow brand recognition, effectively communicate the brand promise, and enhance community awareness.
- Develop messaging that will convey the institution's positive impact, distinct contributions, and lifelong value to the constituents in the college's service territory.
- Utilize data to build a committed "analyze-learn-improve" approach to the continuous improvement of all departmental initiatives.
- Serve as the colleges chief information officer inclusive of handling public information requests.
- Work closely with internal stakeholders to assess communication needs and set internal client expectations.
- Serve as a collaborative thought partner for the Institutional Advancement team to enhance alumni engagement and help develop an effective fundraising communication strategy.

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- Serve as a collaborative thought partner for the Enrollment Services team to support the institution's recruitment/enrollment goals.
- Work closely with the Academic Affairs, Student Affairs, and Enrollment Services areas to develop effective retention-focused communication strategies.
- Serve on key planning committees as needed.

Content Development, Project Supervision, Staff Development, and Business Management:

- Develop and refine content for all of the college's external integrated marketing activities that will both inform audiences and inspire action.
- Develop and refine content in support of the President's Office, as needed.
- Develop and refine key marketing-related content on the college's website.
- Develop and refine content and protocol in support of the college's emergency communication needs.
- Organize and oversee communication project priorities, project timelines, and internal production teams.
- Manage all annual departmental spending and budget tracking.
- Supervise and work collaboratively with all members of the MarComm team to help strategically align all marketing communications activities, develop individual leadership skills, and insure ongoing staff professional development.

Job Requirements:

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Marketing Communications or closely related field
- Ten or more years of progressively responsible professional marketing communications experience
- Excellent writing and presentation skills
- Experience in the field of higher education
- Demonstrated interpersonal and leadership skills necessary to establish and maintain a cooperative working relationship/environment
- Sensitivity to, and experience working with, diverse constituencies of various social identities (ethnic, racial, religious, economic, educational backgrounds and abilities, sexual orientation, and gender expression)
- Ability to maintain confidentiality of financial, personnel, and payroll information

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- Ability to work in a dynamic environment of rapidly changing priorities, handle multiple tasks, and consistently meet deadlines
- Familiarity with Microsoft Office software, and a proven ability to learn new tools and technologies as necessary

PREFERRED QUALIFICATIONS:

- Master's degree in Marketing or closely related field
- Familiarity with MA community colleges
- Bilingual or Bicultural (Spanish and English)
- Experience understanding a culturally diverse student population including low-income, first generation, and disabled students in need of support and assistance.

EQUIVALENCY STATEMENT: Applicants who do not meet the qualifications as noted above are encouraged to put in writing precisely how their background and experience has prepared them with the equivalent combination of education, training, and experience required for the responsibilities of this position.

BACKGROUND CHECK: Candidates will be required to pass a CORI and SORI check as a condition of employment.

Additional Information:

SALARY: Anticipated starting salary range is \$121,000.00 - \$126,000.00 annually with complete fringe benefit package including competitive health insurance, dental insurance, basic life insurance, long-term disability insurance, paid sick, vacation and personal leave, educational benefits for employee/spouse/dependents, and excellent retirement benefits.

ANTICIPATED START DATE: ASAP

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Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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