



Northern Marianas College
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VACANCY ANNOUNCEMENT

Announcement No. 17-007

Northern Marianas College is accredited by the Western Association of Schools and Colleges Senior Commission of Colleges and Universities. With students who come from Micronesia, Asia, North America, Europe, and other parts of the world, the Northern Marianas College is a microcosm of the globe. In addition to its multicultural environment, the Northern Marianas College also boasts a diversity of students: in addition to recent high school graduates, many students also currently work part time or full time and have their own family obligations. Classes are offered during the day, evening, and weekends to accommodate student needs.

Northern Marianas College is located on the beautiful tropical island of Saipan within the Commonwealth of the Northern Mariana Islands. The island offers a broad range of outdoor sports, leisure and aquatics activities; and our tropical climate means that outdoor activities are available year round. The Commonwealth of the Northern Mariana Islands affords a low income tax rate through a generous rebate system. This means that your salary results in greater take-home pay than in many other jurisdictions.

It is the policy of Northern Marianas College that equal opportunity is given to all qualified applicants without regard to age, race, gender, marital status, place of origin, religion, disability status, political affiliation or family relationship. The college reserves the right to waive or implement other qualifications to meet its needs and the right to reject all applicants or withdraw the vacancy should NMC determine such a position is no longer needed or able to be filled. The College is an Equal Opportunity Employer.

POSITION TITLE:	Marketing Manager
Pay Level & Step:	32/01 – 32/02
Annual Salary:	\$43,197.84 - \$44,709.77
Location:	As Terlaje Campus, Saipan
Opening Date: 1/30/2017	Closing Date: 2/9/2017 or Until Filled
<i>Subject to availability of funds</i>	

Applications must be submitted by 4:30pm on the closing date. If there are no qualified applicants or the set of qualified applicants is deemed an insufficient pool, the closing date will be extended for two-week periods for further submission and review of applications until the search is closed. Deadlines that fall on a non-business day will be extended to the next business day.

Nature of the Position:

This position is located in the Office of Institutional Advancement and under the supervision of the Dean of Institutional Advancement.

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Northern Marianas College is accredited by the WASC Senior College and University Commission (WSCUC).

Duties and Responsibilities:

1. Participates in program review and evaluation activities to ensure continuous quality improvement.
2. Provides high-quality student and internal and external customer service
3. Leads the College's internal and external marketing, branding, advertising, and public relations activities
4. Develops annual marketing plan in conjunction with other NMC departments to enhance the College's image as a premier learning institution
5. Responsible for the design, production and dissemination of marketing publications and public relations materials, such as news releases, feature stories, videos, institutional reports, annual reports, newsletters, brochures and other promotional tools
6. Manages the College's social media sites by developing, posting, and evaluating content
7. Takes photos during College activities
8. Develops effective and strategic relationships with key media representatives and other external groups to achieve mutually beneficial goals and objectives
9. Creates, edits, updates, and manages content and design of the NMC website
10. Reports directly to the Dean of OIA and works closely with the College staff and faculty from other departments to develop, implement and budget for integrated strategic marketing plans
11. Regularly monitors, tracks, and archives NMC coverage in all media, including print, broadcast, radio and new media
12. Manages media inquiries, coordinates media interviews with College staff and personnel, and serves as a resource for media representatives
13. Implements a rapid response system to appropriately and effectively respond to media coverage to ensure that accurate and positive messages about the College are communicated promptly and efficiently
14. Provides leadership in the planning and implementation of community and campus activities and special programs and other outreach events
15. Assists in managing the marketing department budget
16. Regularly implements evaluation activities to ensure continuous improvement of all marketing activities
17. Ensures a consistent institutional identity in internal and external communications; promotes and promulgates standards, models and guidelines to aid faculty, staff, and external vendors in adhering to graphic identity standards.
18. Plan marketing and branding objectives.
19. Performs other duties as assigned.

Minimum Qualifications:

Bachelor's degree from a U.S. Department of Education recognized accredited institution in Communications, Graphic design, or related field plus two (2) years of marketing/public relations or community affairs/program experience.

Knowledge, Skills, and Abilities:

- Must have strong writing skills.
- Demonstrate effective phone etiquette and customer service skills.
- Must have strong computer background including, but not limited to, word processing, spreadsheets, and database, preferably Word, Excel, PowerPoint, and Access software applications.
- Able to communicate effectively with students, staff, faculty, and other college stakeholders.
- Demonstrate strong organizational skills and a high attention to detail.
- Capable of handling multiple tasks while maintaining composure under stressful conditions.
- Completes tasks accurately and timely.
- Takes initiative and works both independently and cooperatively.
- Must be able to present information in clear and professional manner.
- Contributes and promotes a positive and professional working environment and relationship with the college community and promotes a positive representation of the Office of Institutional Advancement and NMC.

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How to Apply:

Employment application forms are available at the Human Resources Office of the College and a pdf. file can be downloaded from our website: <http://www.marianas.edu> using Adobe Acrobat. Please submit the following documents to the HR Office: Complete Employment Application Form, Detailed resume, Authorization for Release of Prior Employment Information/Consent to Background Check, Copies of all required/preferred degree/diplomas, and Copies of transcripts of all required/preferred degrees/diplomas (except high school). Optional: Cover Letter.

All post-secondary education degrees must be from a U.S. Department of Education recognized and accredited institution. It is our requirement that degrees be from a U.S.-accredited college or university. Foreign degrees may be accepted when accompanied with a credential evaluation report. A listing of authorized evaluation reports can be obtained at the National Association of Credential Evaluation Services (NACES) website at <http://www.naces.org/>

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification (I-9) document form upon hire. Police/court clearance will be required upon job offer.

NOTICE:

NMC perpetually solicits applications for full-time faculty or part-time (adjunct faculty) in all teaching disciplines. Qualified individuals interested in teaching (online or on-site) are encouraged to apply. All applicants must include transcripts from all post-secondary educational institutions attended, together with a resume and a completed and signed application for consideration.

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