

Executive Director of Marketing



Lakeshore Technical College has partnered with Spano Pratt Executive Search to identify the Executive Director of Marketing. **For a confidential conversation and to learn more about this opportunity, please contact Jamie Pratt.**

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Lakeshore Technical College is an Equal Opportunity Employer and provides employment opportunities to applicants without regard to race, color, religion, sex (including gender identity, sexual orientation, and pregnancy), national origin, age, veteran' status, disability or genetic information.

ORGANIZATION

Lakeshore Technical College (LTC) is a not-for-profit, public, two-year post-secondary educational institution focused on technical education. Each year more than 10,000 people enroll in courses at LTC, relying on the college for job preparation, to earn a degree, upgrade a specialized skill, train as an apprentice, or seek a high school equivalency. Most credit-seeking students attend part-time and their average age is 25.

Close to 1,000 students graduate from the college each year, with associate degree graduates earning a median salary of \$48,000 per year, more than doubling their adult income prior to completing their LTC education. Faculty and staff meet every student where they are in life and help them to achieve their goals.

In addition to accreditation by the Higher Learning Commission (HLC), one of six regional accrediting bodies authorized by the U.S. Department of Education, LTC is a nationally-recognized technical college. LTC was ranked the #17 trade school in the nation by Forbes, the #2 two-year college in the nation for adult learners by Washington Monthly, #11 in the nation for two-year college educational outcomes by WalletHub.com, and a top-150 two-year college for the fifth consecutive time by the Aspen Institute. LTC was also named a top 10 Bellwether Award finalist in the category of Workforce Development in 2019 and 2020.

One of 16 comprehensive technical colleges in Wisconsin that operates under the administration of the Wisconsin Technical College System (WTCS), LTC is governed by a local nine-member District Board (LTC Board) whose representation is determined by State Statute. Located in east central Wisconsin, LTC serves a district which measures approximately 1,200 square miles, covering Manitowoc and Sheboygan counties and small segments of Calumet and Ozaukee counties. The main campus, consisting of five buildings on a 154-acre site, as well as an environmental campus, is in the Village of Cleveland, Wisconsin, centrally located between the District's two primary city centers, Manitowoc and Sheboygan. The College also operates two learning centers strategically located in the Sheboygan and Manitowoc County Job Center facilities, as well as the Lakeshore Culinary Institute in the heart of downtown Sheboygan and the LTC School of Agriculture adjacent to Farm Wisconsin Discovery Center. LTC also operates community education centers in District high schools with a focus on Mishicot, Cedar Grove-Belgium, and Oostburg. Reedsville and Elkhart Lake High schools have also hosted classes. Plymouth High School is home to the LTC Science and Technology Center.

The College employs 108 full-time faculty and 212 adjunct faculty. Full-time management and support staff at the College number 152 with the remaining 127 management and support staff contributing on a part-time basis. 252 student workers round out the college workforce.





LTC staff are united in the mission to be dealers in hope. Each and every staff member makes a difference in the life of a student no matter their job role or title.

THE HOPE MOVEMENT, LTC's 2023 strategic plan, not only brings focus to the areas where we can significantly impact the communities we serve, but breaks down organizational silos and engages each and every LTC team member in supporting our strategies.

Over 300 LTC staff members have contributed to THE HOPE MOVEMENT and we look forward to accomplishing our goals together.



Executive Director of Marketing

JOB PURPOSE

Lead the development and implementation of marketing communication plans in alignment with the college's strategic priorities. Effectively leverage digital and social media communication channels to support new student enrollment goals. Provide creative direction to consistently build the college brand and generate prospective student leads. Design and implement public relations and earned media strategies to garner positive publicity for the college.

ESSENTIAL JOB FUNCTIONS

(25%) Digital Communication

- Lead, plan, and implement the college digital and social media marketing strategy
- Manage the development and execution of a digital advertising plan
- Analyze and evaluate social and digital analytics to ensure effectiveness in achieving organization strategic goals
- Provide regular reports for leadership and other stakeholders to assess the performance of digital strategies & campaigns
- Lead the on-going development of robust and highly-customized prospective student communications delivered through the college CRM in collaboration with the Director of Student Outreach
- Manage the development and effectiveness of email marketing campaigns
- Manage the user experience, design, content, and architecture of the college website

(25%) Marketing Planning & Project Management

- Develop, implement, and maintain an annual marketing communication plan
- Manage marketing budget in alignment with college strategic & annual plans
- Create comprehensive promotional plans to support college initiatives and priorities
- Provide stewardship of the college brand
- Manage the operational activities for the marketing function including the engagement of external vendors such as market research firms, media planners/buyers, video production firms, photographers, branded promotional items/clothing, and freelance designers/writers
- Participate on the Wisconsin Technical College Marketing Consortium and provide input to the direction of statewide marketing initiatives

(20%) Creative Direction

- Provide strategic and creative direction for the in-house creative team in the development of communication materials including online/digital graphics & messaging, video, print, billboard, etc.
- Manage environmental branding initiatives
- Ensure brand and voice consistency across communication channels

(20%) Public Relations

- Develop media relations strategies to garner positive publicity for the college
- Manage the development and submission of various award nominations
- Provide communication support for executive-level communication and presentations
- Develop & execute high-profile public events
- Maintain the crisis communication plan and serve as a member on the college incident management team

(10%) Manager Essential Responsibilities

- Responsible for the overall direction, coordination, and evaluation of Marketing activities
- Responsibilities include design position responsibilities, interview, hire, and train employees; plan, assign, and direct work; supervise, mentor, and develop staff through the Employee Performance review; reward and discipline employees.
- Carry out managerial responsibilities in accordance with the organization's policies and applicable laws to include:
 - Develop plan(s) and budget for department.
 - Address staff and student issues in an effective and timely manner.
 - Be an active advocate for LTC in the community.
 - Be active in the college by serving on committees.



JOB REQUIREMENTS (Qualifications, Skills and Physical Demands)

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education, Training and Experience: Bachelor's degree and three to five years recent experience in all aspects of marketing leadership, including strategic communication planning, particularly with digital and social media channels; creative direction and leading a creative team; public relations & earned media strategies; and/or an equivalent combination of related education, training and experience. Agency, higher education, or consumer marketing experience preferred.

Other Skills and Abilities: Demonstrated knowledge and experience in digital marketing strategies and social media. Demonstrated skill in developing, writing and editing executive-level business presentations and communication. Ability to provide high-level project management of marketing communication initiatives, with experience in a cloud-based project management system (e.g. Monday, Asana) preferred. Ability to select and hire vendors and consultants. Ability to organize, coordinate and complete multiple complex tasks within short and longer-term timeframes. Ability to work independently, shift priorities quickly, and work with flexibility. Ability to manage projects and accomplish goals. Ability to prioritize tasks and supervise activities of others. Ability to consistently use sound judgment and flexibility while working with initiative and independence within a collaborative team environment. Ability to maintain confidentiality of sensitive information. Exemplify college values in all staff and student interactions, as well as services delivered. Ability to relate successfully with students and staff of diverse cultural, social or educational backgrounds. Fluent, bilingual individual is beneficial.

Language Skills: Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed

style and format. Ability to effectively present information to top management, public groups, and/or boards of directors. Ability to respond effectively to sensitive situations and complaints.

Mathematical Skills: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

Reasoning Ability: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.

Technology Skills

Beginner Level Skills: Be familiar with basic hardware. Create a simple text document in MS Word. Use and maintain voice mail. Use file manager. Use network file manager. Use and maintain a personal calendar. Use email to communicate. Navigate through Windows. Understand database concepts. Send and receive attachments. Navigate through the Internet. Schedule meetings.

Intermediate Level Skills: Setup and use a laptop and printer. Develop materials using presentation software. Manage Access database. Create reports in MS Word. Use PowerPoint or similar presentation technology. Manage MS Word files. Create a basic spreadsheet. Use database queries. Create simple charts and graphs.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand; walk; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, and depth perception.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

The above duties describe the chief functions of the job and are not to be considered a detailed description of every duty of the job.

Note: Meeting the minimum requirements does not guarantee an interview for a position.

Condition of Employment

- Employment conditional on completion of a Background Information Disclosure (BID) and the results acceptable to the College.
- Valid State of Wisconsin driver's license required or access to reliable and flexible transportation to commute from one job site to another.

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