

POSITION ANNOUNCEMENT
Director of Marketing & Communications
Full-Time -Exempt

The Kansas City Art Institute (KCAI), a national leader in visual arts and design education, is seeking applications for the full-time position of Director of Marketing & Communications. KCAI offers an exceptional benefit, vacation and holiday package for full-time staff including 100% employer paid insurance and a 5% retirement match for eligible participants.

The Director is responsible for developing and executing a comprehensive multi-channel marketing plan and brand strategy for KCAI that promotes the college and its unique position in the marketplace and community. This person will help develop, execute and manage KCAI's brand, social media, website, publications, marketing, advertising, and communications in a proactive and strategic manner. This key position will help build the reputation of KCAI as a leader among America's private colleges of art and design and bring greater recognition to KCAI as an important cultural institution and community partner. The Director will have the capacity to lead a team and manage multiple areas of focus at the same time and must be comfortable in a fast-paced environment. It is expected that this role is a doer as well as a thinker, who does not settle for the expected and conventional, but works to push ideas beyond the norm. The Director needs to have a strong understanding of all functions of the college, student macro trends and the evolving higher education landscape. This person directs the efforts of the marketing team and will work closely with all departments of the college, especially providing support for the Admissions team.

ESSENTIAL FUNCTIONAL RESPONSIBILITIES:

- Strategy/Planning: Create, implement and measure the success of an annual marketing and communications plan using strategies and tactics that will enhance the image and position of KCAI within the marketplace and the general public.
- Insights: Utilize quantitative analytics including data on student trends, as well as qualitative data on perceptions and observations to communicate with the college's diverse audiences, including; prospective students and their parents; current and prospective donors; alumni and friends; current students and their parents; faculty and staff; trustees; continuing education participants; neighbors, and more.
- Brand Development: Promote, manage and steward the KCAI brand and visual identity on and off campus. Responsible for managing and monitoring the brand positioning and ensure brand integrity in all messaging and communications. Oversee continuous innovation for the brand.
- Develop a proactive and collaborative approach with internal departments and establish and/or maintain positive relations with external constituents, including agencies and media contacts.
- Works closely with the Vice President for Enrollment Management to fulfill Admissions marketing initiatives. Oversee and coordinate production of all marketing pieces to ensure brand integrity.
- Develop and implement media relations policies and address media inquiries pursuant to these policies.
- Manage all digital communications for the college, including the intranet, website, and social media, including working with staff to ensure regular, appropriate and relevant postings on Facebook, Twitter, Instagram, Pinterest and other sites.
- Oversee the Marketing department including employee management and work productivity.
- Develop an issues management communications plan and, in coordination with the VP for Advancement & Communication, strategize around issues management, develop recommendations for crisis response through the media and, as appropriate, serve as a media spokesperson for the college.
- Prepare key faculty and staff members to handle media inquiries, as appropriate. This may include conducting media training or working with outside experts to conduct such training.
- Identify new sources to provide college recognition and establish linkages to appropriate entities (e.g., Chronicle of Higher Education; art magazines and newsletters; New York Times, Associated Press).
- Help manage internal communication to create a greater sense of community.
- Assist with preparation of presidential communications or other speeches as assigned.
- Manage and oversee the implementation of the college's visual identity. Coordinate the overall design and production of all materials published by the college for consistency and quality; manage the annual president's report to donors and alumni.

- Initiate opportunities for the college and president to be represented in the community and perceived in a leadership role.
- Oversee the department budget. Continually explore cost-effective innovations that will help the college achieve advertising and promotion goals.
- Serve as a consultant to other departments on brand development and communications strategies and tactics. Together with staff, provide copy-editing and proofreading assistance.
- Provide strong management for the Marketing team members, direct and motivate staff; help to develop departmental structure to assure the right positions and people are on the team.
- Other duties relevant to the role as assigned.

KNOWLEDGE, SKILLS, AND QUALIFICATIONS

- Demonstrated success at brand development and execution.
- Ability to conceptualize and understand the steps necessary for the creation and implementation of an institutional marketing and communications plan.
- Excellent interpersonal communication skills including strong writing and presentation skills.
- Demonstrated ability to leverage and maximize agency relationships.
- Demonstrated experience building and managing teams in marketing, advertising, or related discipline, with experience leading cross-function teams.
- Ability to influence all levels and manage individuals in and outside of the direct reporting structure; ability to interface with all constituents, and demonstrate highly developed consultative and facilitation skills
- Ability to use latest computer equipment and programs being used by the division. Including, but not limited to: Microsoft office suite products, including Word, Excel, and Power Point, familiar with Gmail
- Experience with WordPress, Photoshop, and Igloo a plus.

SUPERVISES THE FOLLOWING STAFF:

- Communications Manager
- Communications Specialist
- Work-study students as appropriate

REQUIRED/PREFERRED EXPERIENCE

- Seven or more years of successful experience with demonstrated success in developing and leading strategy.
- Strong project management experience required.
- Previous work experience in collegiate and/or fundraising environment strongly preferred.

REQUIRED/PREFERRED EDUCATIONAL BACKGROUND

- Bachelor's degree required.

About KCAI: The Kansas City Art Institute is a private, independent and accredited college of art and design founded in 1885 and located in the cultural heart of metropolitan Kansas City, Missouri. The college enrolls nearly 600 undergraduate students regionally, nationally, and internationally. For more information, please visit www.kcai.edu.

Applications deadline and procedures:

This position is considered "open" until an offer of employment has been accepted. Career inquiries and resume submissions received during the on-campus finalist stage of the search are not guaranteed consideration.

Apply by email to: jobs+dirmarket2018@kcai.edu

Attach to the email in PDF format only:

Cover letter

Resume

Salary Expectation

A press release to the media promoting the Kansas City Art Institute.

List of 3 professional references we may contact

Kansas City Art Institute is fully committed to Equal Employment Opportunity and to attracting, retaining, developing and promoting the most qualified employees without regard to their race, gender, gender identity, color, religion, sex, sexual orientation, national origin, age, physical or mental disability, genetic information, citizenship status, veteran status, or any other characteristic prohibited by federal, state or local law.

KCAI provides reasonable accommodation for qualified individuals with disabilities and disabled veterans in the job application process. If you have any difficulty using our online system and you need an accommodation due to a disability, you may contact the Human Resources Department about your interest in employment. Any questions or concerns can be directed to Kansas City Art Institute's Human Resource Administrator at hr@kcai.edu .

KCAI is an Equal Opportunity Employer: Minorities/Females/Disabled/Vets