

HSU Sponsored Programs Foundation

Job Announcement

This is not a state position

Job Title: Marketing Director
Location: Arcata, CA
Hours: Full Time, 12 months/year, Exempt
Salary: \$55,000 - \$82,500/year DOE
Project Name: Northern California Small Business Development Lead Center (Norcal SBDC)
Supervisor: SBDC Region Director

GENERAL INFORMATION

The Norcal SBDC is part of Humboldt State University's Sponsored Programs Foundation. Headquarters are located on campus in Arcata, CA. The program serves the business community in 37 northern counties of California with non-credit education and consulting. Funding for these programs comes from the federal Small Business Administration (SBA), and the California Governor's Office of Economic Development (GO-Biz). Humboldt State University has hosted the SBDC program since January 2006.

The Marketing Director is a newly created position. This is a Full Time, Exempt, 12-month position. Job offers a competitive benefits package including group health, dental, and vision. Schedule is 40 hours per week, Monday through Friday, with varied schedules/occasional weekend and evening hours. While continuation of this position is foreseen for years to come, all Norcal SBDC positions are contingent on continued federal and state funding. This is not a state or federal position.

POSITION SUMMARY

Under the general supervision of the Regional SBDC Director, the Marketing Director is responsible for establishing and implementing strategic and tactical communications plans designed to capitalize on market opportunities and generate client demand. This position will direct and implement all marketing, outreach, and public relations activities, and maintain and increase visibility of the Northern California SBDC Network and its programs and services. The Marketing Director will be responsible for complex planning, organizing and executing of events, production of advertisements, brochures, newsletters and network collateral materials.

This position will play a key role in assisting the Northern California SBDC in reaching its goals, expanding its footprint and growing the entrepreneurial eco-system in the region. The Marketing Director will provide supervision of a Graphic Designer, contractors, and student interns. The ideal candidate will be self-motivated, resourceful, and have impeccable communication and leadership skills.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES

- Develop and manage marketing strategy for the Norcal SBDC, its service centers and partners, including creating, managing and cataloging collateral materials.
- Focus on Norcal SBDC strategic priorities and service goals to assist the network in attracting appropriate client businesses and retaining current clients to help them grow.
- Key point of contact for earned media campaigns, public relations activities, external media, press releases, etc.
- Interface and coordinate with University Communications team regarding media outreach, and obtain approvals as appropriate.

- Develop channels and process to promote network trainings and events.
- Manage and maintain Lead Center and Service Center websites, social media channels, graphics image, content, posting of items consistent across all of network web presence.
- Successfully use web content, website updating, usage of social media channels and other media for marketing and advertising activities.
- Develop and oversee production of annual Network Report and other communication pieces for key stakeholders.
- Oversee production and use of client Success Stories.
- Enhance Customer Relationship Management processes and technologies.
- Review, update and maintain Norcal SBDC Branding Guide including network collateral materials, marketing templates and related materials to ensure all service centers are in compliance with marketing and branding policies.
- Act as Lead Center point of contact and liaison with service centers, external media, partners and vendors related to events and marketing activities.
- Oversee development of campaigns and marketing materials in languages other than English.
- Plan, develop, prepare and monitor special projects budgets, compile, write and submit timely narrative and reports per project guidelines and meet deadlines of all internal and external reporting requirements.
- Participate in activities of other local economic development efforts, as feasible and appropriate, such as red teams, regional economic development committees, working groups and ensure Norcal SBDC interests are being represented.
- Promote and market SBDC programs and services regionally; make presentations to local and regional business and civic groups and organizations as appropriate.
- Train others within the Lead Center and service centers on use of marketing tools, slide decks, social media, etc.
- Maintain effective cooperative working relations with Norcal SBDC Lead Center staff, service center staff, other SBDC Lead Centers, college personnel, external funding agencies and other stakeholders.
- Develop, manage and motivate a team of highly skilled marketing professionals.
- Maintain knowledge of marketing trends, developments and best practices.
- Other tasks as assigned.

KNOWLEDGE, SKILLS & ABILITIES

- Exceptional knowledge of marketing strategies, concepts and practices.
- Significant experience using Adobe Creative Suite.
- Experience using Microsoft Word, Excel, PowerPoint, Dropbox and Google Docs.
- Experience with video software, HTML, Drupal, CSS, or JavaScript a plus.
- Experience with advertising purchase negotiations: print, broadcast, Facebook and Google Adwords.
- Thorough understanding of ROI Analysis and Google Analytics.
- Strong project management, time management, and performance measurement skills.
- Ability to develop strong relationships and work with senior level executives.
- Experience working with contractors and vendors to produce websites and print materials.
- Understands how to work with the media; knowledgeable about press campaigns.
- Able to compile and evaluate performance data to develop metrics that support decision-making.
- Very effective in written communications—technical, formal and informal.
- Strong verbal communications—one-on-one, in small groups, and as a presenter.
- Has successfully managed marketing budgets in the past.

PREFERRED QUALIFICATIONS

Preference will be given to candidates who demonstrate the following:

- Prior experience working for an SBDC program.
- Prior experience working with the small business community, economic development programs, and/or small business ownership.
- Prior experience working with grant-funded programs and/or working for an educational institution.
- Prior experience working with webinar platform(s) for delivery of classes/trainings to an online audience. (Zoom, WebEx, etc.)

MINIMUM QUALIFICATIONS

- At least four years of management-level experience in marketing or a related field.
- Expert (or high level) proficiency of graphics applications and social media.
- Prior experience in managing a large scale marketing program with documented success.
- A Bachelor's degree in marketing, communications, business or a closely related field; or an equivalent combination of training and experience.
- Must possess a valid California driver's license.
- Must be able and willing to travel overnight several times per year.

APPLICATION PROCEDURE

Qualified applicants should submit the following items via email to Chase Kerrigan at cck24@humboldt.edu

1. HSU application downloaded [here](#)
2. Cover letter
3. Résumé
4. Three professional reference contacts
5. [HSU SPF Employee Information Form for Applicants](#)

Application Review Date: February 15, 2019 (open until filled)

Humboldt State University Sponsored Programs Foundation is an Affirmative Action/Equal Opportunity Employer. We consider qualified applicants for employment without regard to race, religion, color, national origin, ancestry, age, sex, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, disability, marital status, protected veteran status, or any other legally protected status. More information about HSU SPF's Equal Employment Opportunity hiring can be found [here](#).

For assistance with the application process, please submit an Accommodation Request Form which can be [found here](#) or call the SPF Interim Compliance Support Coordinator at (707) 826-5159.

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered this position within HSU SPF. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current HSU SPF employees who apply for this position.