## POSITION DESCRIPTION

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| **Position Title:** | Director of Marketing, Graphics & Design | **Agreed by employee:** |  |
| **Business Unit:** |  | **Approved by immediate manager:** |  |
| **Strategic Business Unit:** | TWIN COUNTRIES STREAM ACADEMY | **Approved by MHR:** |  |
| **Location:** |  | **Position Band:** |  |
| **Reports to:** | Director | **Date Prepared:** |  |
| **Direct Reports:** | CEO | **Evaluation Date:** |  |

## JOB PURPOSE

As the Director of Marketing, Graphics & Design at Twin Countries STREAM Academy, you will lead the charge in elevating our brand and communicating our commitment to excellence in STREAM education. This role demands a strategic thinker with a keen eye for design aesthetics and a passion for crafting compelling narratives. If you're ready to make a significant impact in the education sector through innovative marketing and design, we invite you to be a part of our transformative journey.

## KEY FUNCTIONS AND RESPONSIBILITIES

**General Responsibilities**

* **Brand Development:**

Develop and implement comprehensive brand strategies that align with the academy's mission, values, and educational goals.

* **Marketing Strategy:**

Lead the planning, execution, and evaluation of multi-channel marketing campaigns to promote the academy's programs, events, and achievements.

* **Graphic Design Leadership:**

Oversee and guide the creation of visually captivating graphics and design elements for various materials, including brochures, banners, social media posts, and websites.

* **Digital Marketing Mastery:**

Drive digital marketing efforts, including social media, email marketing, and online advertising, to enhance the academy's online presence and engagement.

* **Content Collaboration**:

Collaborate with content creators to develop engaging and informative content for marketing materials, ensuring alignment with the academy's brand.

* **Market Research and Analysis:**

Conduct thorough market research and competitor analysis to identify opportunities for growth and improvement in marketing strategies.

* **Public Relations Excellence:**

Cultivate positive relationships with the media, securing coverage for academy events, achievements, and initiatives.

* **Event Promotion**:

Develop strategic marketing plans to promote and cover academy events, ensuring a high level of attendance and engagement.

* **Data-Driven Decision Making**:
* Utilize analytics tools to track and analyze the performance of marketing campaigns, providing data-driven insights for continuous improvement.
* **Budget Management:**

Effectively manage the marketing budget, ensuring resources are allocated efficiently to achieve strategic goals.

* **Collaboration with Stakeholders**:

Collaborate closely with internal teams, including admissions, academic departments, and administration, to align marketing efforts with organizational goals.

**Knowledge and Skills Required**

* **Proven Experience:** Demonstrated success in developing and executing marketing strategies, with a strong focus on brand development and visual design.
* **Graphic Design Proficiency:** Proficient in graphic design software and tools, with a strong portfolio showcasing design work across various mediums.
* **Digital Marketing Expertise:** Experience in managing successful digital marketing campaigns, including social media, email, and online advertising.
* **Strategic Thinker:** Ability to think strategically and contribute to the development of marketing plans that align with organizational objectives.
* **Collaborative Approach:** Strong interpersonal skills and the ability to collaborate effectively with internal teams, external vendors, and stakeholders.
* **Analytical Skills:** Strong analytical and problem-solving skills, with the ability to interpret data to drive marketing decisions.

**Qualifications**

* **Bachelor's or Master's degree in Marketing, Graphic Design, Communications, or a related field.**