

Marketing Manager - EPIC Department  
Truckee Meadows Community College

Direct Link: <https://www.AcademicKeys.com/r?job=245464>

Downloaded On: Sep. 26, 2024 11:43pm

Posted Sep. 19, 2024, set to expire Jul. 11, 2025

<b>Job Title</b>	Marketing Manager - EPIC Department
<b>Department</b>	
<b>Institution</b>	Truckee Meadows Community College Reno, Nevada
<b>Date Posted</b>	Sep. 19, 2024
<b>Application Deadline</b>	10/18/2024
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff Director/Manager
<b>Academic Field(s)</b>	Graphic Design/Marketing Communications/Public Relations
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**Apply By Email**

**Job Description**

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**Marketing Manager - EPIC Department**

Thank you for your interest in Truckee Meadows Community College. If you need assistance or have questions regarding the application process, please contact Human Resources at (775) 673-7168 or [humanresources@tmcc.edu](mailto:humanresources@tmcc.edu).

**Job Description**

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### About Us

At Truckee Meadows Community College (TMCC), we are committed to lifelong learning and community engagement. For nearly 50 years, our non-credit EPIC (Educational Programs Inspiring the Community) program has enriched the Reno community with diverse courses that inspire, educate, and connect people of all ages. Reaching over 40,000 households seasonally, we are dedicated to making education accessible and impactful for everyone.

### The Opportunity

Are you a dynamic marketing professional with a passion for community education? TMCC's EPIC program is seeking an innovative Marketing Manager to lead our marketing efforts. You'll develop and execute strategies that enhance brand visibility, drive enrollments, and engage our community. This role offers a fun and rewarding opportunity to be creative, make a tangible impact, and collaborate with an incredible team of dedicated professionals who are passionate about making a difference through education. If you're creative, strategic, and motivated by the power of lifelong learning, this is the perfect role for you.

### Why TMCC EPIC?

- **Impactful Work:** Shape marketing strategies that directly influence the lives of learners.
- **Collaborative Environment:** Join a supportive team dedicated to innovation and excellence.
- **Creative Freedom:** Lead the design and implementation of all aspects of the EPIC marketing campaigns that resonate with our community.

### Who You Are

We're seeking a versatile and dynamic marketing professional who can confidently manage all aspects of marketing for TMCC's EPIC program. As a one-person marketing powerhouse, you'll take the lead in both digital and traditional marketing, using your expertise to drive engagement and growth. You're not just an ideas person—you're someone who can take a concept from brainstorm to execution, ensuring every detail is attended to along the way. From digital strategies like SEO, content creation, social media, and email campaigns to traditional methods such as print and direct mail, you'll be the force behind our marketing efforts. You'll also bring your creativity to event marketing, relationship building, and guerrilla tactics, ensuring that every initiative resonates with our community. Specifically, you'll be our:

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- **Marketing Strategist:** You excel in creating and executing strategies that align with organizational goals.
- **Digital Marketing Expert:** You possess advanced skills in digital marketing, including social media management and analytics.
- **Visionary Executor:** You're a natural ideas person who can also roll up your sleeves and meticulously execute your vision, ensuring that every step is thoughtfully implemented and delivers results.
- **Community Connector:** You're passionate about building relationships that promote education.
- **Creative Problem-Solver:** You thrive in dynamic environments, using creativity to overcome challenges.
- **Self-Reliant Marketer:** As a one-person marketing machine, you independently drive initiatives while collaborating on strategy with the Program Director.
- **Fun-Loving Colleague:** You bring energy, enthusiasm, and a sense of fun to your work, contributing to our lively department culture where we take pride in both our productivity and the positive atmosphere we create together.

### Key Responsibilities

#### Strategic Marketing Development (45%)

- **Content Creation:** Develop engaging course descriptions for all EPIC programs.
- **Custom Assets:** Create social media assets and flyers for instructors, managing approximately 150 requests annually.
- **Catalog Production:** Oversee the design, production, and distribution of mailed and online catalogs (**three unique, ~ 20 page catalogs, each year**).
- **Strategic Planning:** Collaborate with the EPIC Program Director to develop and maintain comprehensive marketing strategies that drive brand awareness and customer engagement.

#### Digital Marketing and Analytics (35%)

- **Digital Expertise:** Utilize advanced digital tools for content management, SEO, email marketing, video production, and analytics.
- **Email/CRM Marketing:** Compose, create, and deliver monthly student e-newsletters, quarterly instructor e-newsletters, and college-wide communications each semester. Monitor campaign performance, implement strategies for optimization, maintain lists for deliverability, and develop strategic solutions to grow email marketing engagement.

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- **Paid Advertising:** Supervise and optimize paid advertising campaigns to amplify reach and conversions.
- **Social Media Strategy:** Develop and execute a daily content strategy for social media platforms while responding to comments, tags, shares, etc. to engage and expand EPIC's audience.
- **Platform Management:** Manage social media platforms and marketing automation tools, ensuring current and relevant content.

### Community Engagement and Program Support (20%)

- **Community Involvement:** Promote EPIC programs by participating in community events, business meetings, and college groups.
- **Event Support:** Assist in the planning and promotion of large EPIC events.
- **Collaborative Marketing:** Work with EPIC Programmers and instructors on content and collateral distribution.

### Qualifications

#### Minimum:

- **Education and Experience:** Bachelor's degree in Marketing or a closely related field, with three (3) years of marketing work experience. Candidates with extensive marketing experience may also be considered if they have an equivalent combination of education and experience.
- **Skills:** Proficiency with digital marketing tools, social media platforms, and graphic design software such as Canva and/or Adobe Creative Suite. Strong project management skills.

#### Preferred:

- **Technical Skills:** Expertise in CRM systems, email marketing, and advanced analytics.

### Work Schedule

Typical hours are Monday through Friday, 8:00 am to 5:00 pm. Flexibility to work evenings and weekends may be required to meet organizational needs.

### Salary and Benefits Information

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Salary: \$65,105 - \$81,381 initial salary placement will be dependent on education level and years of experience

### Perks of Working at TMCC

- Health insurance options including dental and vision - [Health Insurance](#)
- 17.5% retirement match, 19 annual leave days, a beginning balance of 24 sick leave days, 12 paid holidays
- Life insurance, long-term disability, generous annual and sick leave - [NSHE Benefits](#)
- Sports and Fitness Center with annual or monthly membership options for employee and spouse/domestic partner.
- [ComPsych](#) supports employees through life's difficult moments.
- [Professional Grant-in-Aid](#): TMCC is proud to provide a reduced-rate tuition benefit to faculty and qualified dependents. Faculty can take up to six credits per semester at a reduced rate. Dependents of faculty have unlimited credits, but in order to be eligible children must be unmarried and under the age of 24 and must receive at least 50% of their financial support from the employee and/or employee's spouse or domestic partner.
- **Free** parking on all TMCC campus locations.
- No State income tax
- All full-time faculty and staff are provided with a variety of [discounts and employee purchase programs](#).

### Exempt

Yes

### Full-Time Equivalent

100.0%

### Required Attachment(s)

Please note, once you submit your application the only attachment/s viewable to you will be the attachment/s to the resume/CV section of the application. Any additional required attachment/s to the cover letter, references, additional documents sections of the application, will not be viewable to you after you submit your application. All uploaded attachment/s will be on the application for the committee to review. To request updates to attachments, prior to the committee review of applications, please contact [humanresources@tmcc.edu](mailto:humanresources@tmcc.edu).

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In order to be given full consideration all of the following must be attached to your application.

**1) Resume/CV**

**2) Cover Letter**

**3) Contact Information for three Professional References - Please make a note if you do not want your present employer contacted unless necessary to determine your qualifications for the position.**

**Application**

In your cover letter, please address this question to help us better understand your fit for the Marketing Manager role at TMCC's EPIC department: Community engagement is a vital part of this role. Can you share an experience where you successfully marketed a program, product, or event? What strategies did you use, and what were the results? How did you define success?

**Posting Close Date**

10/18/2024

**Note to Applicant**

Applicants should fully describe their qualifications and experience with specific reference to each of the minimum and preferred qualifications. Search committees will use this information to determine that applicants meet minimum qualifications as listed in the job announcement.

This posting will close at 12:00 am on the date listed above. The posting will no longer be available to apply to after 11:59 pm the day prior.

All documents, including unofficial transcripts for academic positions, must be received prior to the closing date listed on the job announcement.

Employment is contingent upon successful completion of a criminal background check upon hire.

As part of the hiring process, applicants for positions in the Nevada System of Higher Education may be required to demonstrate the ability to perform job-related tasks.

Schedules are subject to change based on organizational needs.

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To apply, visit [https://nshe.wd1.myworkdayjobs.com/en-US/TMCC-External/job/TMCC---Meadowood-Center/Marketing-Manager---EPIC-Department\\_R0144612-1](https://nshe.wd1.myworkdayjobs.com/en-US/TMCC-External/job/TMCC---Meadowood-Center/Marketing-Manager---EPIC-Department_R0144612-1)

*Truckee Meadows Community College is a comprehensive educational institution located in Reno, Nevada and is part of the Nevada System of Higher Education. TMCCs five instructional sites and numerous community locations serves an increasingly diverse population of more than 11,000 students each semester. TMCC, an HSI (Hispanic Serving Institution), is a progressive institution that celebrates inclusion and diversity while supporting core themes of academic excellence, student success, and access to lifelong learning.*

*A vital leader in the New Nevadas growing economy, TMCC is located near the beautiful Sierra Nevada Mountains in an environment rich with a thriving arts, culture, food scene, abundant outdoor activities, and a family-friendly local community. It is only a 3.5 hour drive to San Francisco, CA, a 40-minute drive to Lake Tahoe, and within easy driving distance of four national parks (Great Basin, Yosemite, Lassen, and Death Valley). For more information, please go to [www.tmcc.edu](http://www.tmcc.edu) or view our virtual tour at [tour.tmcc.edu](http://tour.tmcc.edu).*

*The Nevada System of Higher Education (NSHE) is committed to providing a place of work and learning free of discrimination on the basis of a persons age, disability, whether actual or perceived by others (including service-connected disabilities), gender (including pregnancy related conditions), military status or military obligations, sexual orientation, gender identity or expression, genetic information, national origin, race, or religion.*

## Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

### Contact

N/A

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