

Associate Director, College Marketing
Austin Community College

Direct Link: <https://www.AcademicKeys.com/r?job=257703>

Downloaded On: Jun. 6, 2025 6:04pm

Posted Jun. 4, 2025, set to expire Nov. 29, 2025

Job Title	Associate Director, College Marketing
Department	
Institution	Austin Community College Austin, Texas
Date Posted	Jun. 4, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Communications/Public Relations Graphic Design/Marketing
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Job Description	

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Associate Director, College Marketing

Austin Community College

Job Posting Closing Times: Job postings are removed from advertising at **12:00 A.M.** on the closing date e.g., at midnight on the day before the closing date.

Austin Community College employees are required to maintain a domicile in the State of Texas while

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working for the college and throughout the duration of employment. -[AR 4.0300.01](#)

[If you are a current Austin Community College employee, please click this link to apply through your Workday account.](#)

Austin Community College is a public two-year institution that serves a multicultural population of approximately 41,000 credit students each Fall and Spring semester. We embrace our identity as a community college, as reflected in our mission statement. We promote student success and community development by providing affordable access, through traditional and distance learning modes, to higher education and workforce training, including appropriate applied baccalaureate degrees, in our service area.

As a community college committed to our mission, we seek to recruit and retain a workforce that:

- Values intellectual curiosity and innovative teaching
- Is attracted by the college's mission to promote equitable access to educational opportunities
- Cares about student success and collaborates on strategies to facilitate success for populations including; first generation college students, low-income students, and students from underserved communities.
- Focused on student academic achievement and postgraduate outcomes
- Welcomes difference and models respectful interaction with others
- Engages with the community both within and outside of ACC

Job Posting Title:

Associate Director, College Marketing

Job Description Summary:

Job Profile Summary

The Associate Director of Marketing develops, implements, and manages advertising and promotional campaigns, as well as trademark and licensing activities, to align with the College's strategic marketing goals. This role leads advertising creative direction and project leadership while supporting the Marketing Director in achieving organizational objectives and overseeing daily operations.

The Associate Director collaborates with the Marketing Director and key stakeholders to develop and execute innovative marketing strategies, campaigns, and initiatives that drive engagement and support enrollment goals.

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Job Description

Description of Duties and Tasks

Essential duties and responsibilities include the following. Other duties may be assigned.

- Develops and implements comprehensive, data-driven advertising strategies that align with College priorities and strategic marketing goals. Directs and manages creative strategy to ensure advertising designs, messages, themes, videos, audio spots landing pages, and other marketing assets are effectively reaching a multicultural audience.
- Drives the creation of impactful content through collaboration with cross-functional teams and external partners.
- Directs advertising placements across multiple channels, including radio, TV, digital, print, and other media, in collaboration with the marketing director and digital operations specialist.
- May supervise, train, coach, direct, coordinate, assign, and discipline personnel while adhering to organizational human resources policies and procedures as well as related employment laws.
- Under the direction of the Marketing Director, leads project planning and execution to ensure campaigns are delivered on time and effectively reach the intended audiences through the appropriate channels.
- Works with the College Marketing Director to generate and monitor marketing reports that include progress on benchmarks and establish measurable goals.
- Coordinates market research efforts to enhance understanding of target audiences, advertising channels, and measure campaign effectiveness.
- Uses data-driven insights to inform marketing strategies, optimize campaigns, and support decision-making for the department.
- Works closely with key stakeholders to develop and execute targeted campaigns for college programs and new initiatives, including planning, implementation, and performance monitoring.
- Supports trademark and licensing compliance in partnership with the brand manager and ensures brand integrity across all materials.

Knowledge

- Supervisory and management principles, practices, and methods.
- Advanced knowledge of strategic marketing principles and current best practices.
- Demonstrated knowledge of the media planning and buying cycle.
- Proven experience and knowledge using data insights to guide marketing strategies and optimize campaign performance.
- Extensive knowledge and understanding of media use and media demographics, targeting

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strategies, and principles of effective advertising.

- Demonstrated expertise with multicultural community engagement and marketing.
- Understanding of advertising production and technical requirements.
- Knowledge of multimedia distribution channels and local marketing outlets.
- Knowledge of project management practices and tools.
- Knowledge of U.S. trademark and intellectual property standards.

Skills

- Strong leadership and supervisory abilities.
- Effective team collaborator
- Exceptional communication skills, both written and verbal.
- Advanced strategic thinking and problem-solving capabilities.
- Ability to manage complex marketing projects with multiple deadlines.
- Strong organizational and analytical skills with attention to detail.
- Ability to work within budget constraints while optimizing marketing effectiveness.
- Capacity to thrive in a fast-paced environment and respond well under pressure.
- Ability to collaborate cross-functionally and refine tactics within integrated marketing campaigns.

Technology Skills

- Use a variety of spreadsheet, word processing, database, and presentation software.
- Use of project management software.
- Use of marketing analytics tools.

Required Work Experience

- Five years of directly related experience including one year of supervisor experience.

Preferred Work Experience

- Six years of directly related experience, including two or more years of supervisory experience.
- Experience in advertising production and enrollment marketing-particularly in higher education settings-is preferred.

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Required Education

- Bachelor's degree.

Preferred Education

- Bachelor's degree or higher in marketing, communications, advertising or related fields.

Physical Requirements

- Work is performed in a standard office or similar environment.
- Subject to standing, walking, sitting, bending, reaching, pushing, and pulling.
- Occasional lifting of objects up to 10 pounds.

Safety

- Supervise safe operation of unit. Facilitate safety inspections. Take reasonable and prudent actions to eliminate identified hazards. Ensure employees receive appropriate safety training and foster a workplace safety culture.

Salary Range

\$87,157 - \$108,946

Number of Openings:

1

Job Posting Close Date:

June 17, 2025

Clery Act

As required by the US Department of Education, employees are required to report violations under Title IX and, under the Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act (Clery Act), select individuals are required to report crimes. If this position is identified as a Campus

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Security Authority (Clery Act), you will be notified, trained, and provided resources for reporting.

Disclaimer

The above description is an overview of the job. It is not intended to be an all-inclusive list of duties and responsibilities of the job, nor is it an all-inclusive list of the skills and abilities required to do the job. Duties and responsibilities may change with business needs. ACC reserves the right to add, change, amend, or delete portions of this job description at any time, with or without notice. Employees may be required to perform other duties as requested, directed, or assigned. In addition, reasonable accommodations may be made by ACC at its discretion to enable individuals with disabilities to perform essential functions of the job.

To apply, please visit: https://austincc.wd1.myworkdayjobs.com/en-US/External/job/Highland-Campus/Associate-Director--College-Marketing_R-7557

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Contact Information

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

Contact

Staff

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