

Senior Director of Marketing  
Northern Essex Community College

Direct Link: <https://www.AcademicKeys.com/r?job=269495>

Downloaded On: Dec. 17, 2025 8:30pm

Posted Dec. 16, 2025, set to expire Apr. 10, 2026

**Job Title** Senior Director of Marketing  
**Department** Marketing Communications  
**Institution** Northern Essex Community College  
Haverhill, Massachusetts

**Date Posted** Dec. 16, 2025

**Application Deadline** Open until filled  
**Position Start Date** Available immediately

**Job Categories** Director/Manager

**Academic Field(s)** Graphic Design/Marketing

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**Job Description**

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**Senior Director of Marketing**

**POSITION: Full-Time Senior Director of Marketing (Director):** Marketing Communications; Haverhill Campus; 37.5 hours per week; Non-Unit Professional Position.

**SUMMARY:** Reporting to the Executive Director of Marketing Communications, the Senior Director oversees the institution's ongoing marketing efforts, including advertising, creative development, digital and social media marketing, and brand execution. The Senior Director is responsible for the strategic planning and day to day management of marketing initiatives that elevate NECC's visibility, drive enrollment, and strengthen institutional branding.

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The Senior Director supervises the Director of Digital Communications and the Marketing Communications Specialist and plays a central role in developing content for marketing and digital platforms.

### **RESPONSIBILITIES:**

The responsibilities include, but are not limited to the following:

#### Manage Marketing Strategy and Execution - 40%

- Develop and implement a strategically aligned, integrated institutional marketing plan.
- Manage advertising campaigns across digital, print, social, and emerging media.
- Develop content for marketing materials, including digital ads, brochures, video scripts, email campaigns, and promotional content.
- Coordinate with Enrollment Services to support recruitment goals through targeted marketing.
- Serve as the primary marketing liaison to Enrollment Services.
- Supervise SEO and SEM strategy to improve organic visibility and paid ad performance.
- Develop and refine key marketing-related content on the college's website.
- Oversee targeted campaigns for specific academic programs or student segments (adult learners, dual enrollment, workforce programs, etc.)
- Coordinate photo coverage for college events, campaigns, and marketing materials as needed

#### Social Media Strategy and Digital Presence - 25%

- Work with the Executive Director of Marketing Communications and the Marketing Communications Specialist to develop a strategically aligned vision for the college's social media presence
- Understand institutional expectations to continuously refine the college's social media strategy
- Stay current with industry best practices to insure the college is maximizing all social media opportunities
- Develop and continuously refine a set of institutional social media guidelines and policies
- Manage timelines, budget parameters, and constantly changing priorities to insure all project deadlines are adhered to and all quality standards are met
- Manage internal client/stakeholder expectations to insure strategic prioritization and alignment
- Develop and direct a growing list of internal social media content contributors and brand ambassadors, and provide training for content contributors and ambassadors as necessary
- Support the Marketing Communications Specialist in content creation/coverage when needed

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Research and Analysis - 20%

- Analyze marketing performance data and prepare reports to guide future strategy.
- Conduct market research to identify new audiences and opportunities
- Monitor competitor analysis to strengthen NECC's market position.
- Create and utilize student personas and audience insights to drive marketing decisions.

Public Relations Collaboration and Support - 10%

- Support PR initiatives by identifying story leads, covering events for the NECC Newsroom if needed, and contributing to the alumni magazine, alumnecc.

Other Duties - 5%

- Support special projects, partnerships, and presidential communications as needed.
- Develop, write, and edit web content as needed.
- Provide event support and represent the college at relevant functions.
- Other duties as assigned.

**Job Requirements:**

**MINIMUM QUALIFICATIONS:**

- Bachelor's degree in Marketing Communications or closely related field
- Five or more years of professional marketing communications experience
- Excellent writing and presentation skills
- Sensitivity to, and experience working with, diverse constituencies of various social identities (ethnic, racial, religious, economic, educational backgrounds and abilities, sexual orientation, and gender expression)
- Ability to work in a dynamic environment of rapidly changing priorities, handle multiple tasks, and consistently meet deadlines
- Familiarity with Microsoft Office software, and a proven ability to learn new tools and technologies as necessary

**PREFERRED QUALIFICATIONS:**

- Experience in a higher education environment
- Familiarity with MA community colleges

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- Bilingual or Bicultural (Spanish and English)

**EQUIVALENCY STATEMENT:** Applicants who do not meet the qualifications as noted above are encouraged to put in writing precisely how their background and experience has prepared them with the equivalent combination of education, training, and experience required for the responsibilities of this position.

**BACKGROUND CHECK:** Candidates will be required to pass a CORI and SORI check as a condition of employment.

**Additional Information:**

**SALARY:** Anticipated starting salary range is \$95,000.00 - \$100,000.00 annually with complete fringe benefit package including competitive health insurance, dental insurance, basic life insurance, long-term disability insurance, paid sick, vacation and personal leave, educational benefits for employee/spouse/dependents, and excellent retirement benefits. Official transcripts will be required at the time of hire.

**ANTICIPATED START DATE:** ASAP

To apply, click [HERE](#)

**Contact Information**

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

**Contact**

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