

# Southern Nazarene University

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## Marketing Manager

Full Time / Salary / Exempt

### REPORTS TO

Executive Director of Marketing, Professional & Graduate Studies

### DEPARTMENT

Marketing, Professional & Graduate Studies

### EFFECTIVE DATE

September 2020

### JOB SUMMARY

The Marketing Manager is directly responsible for serving as the liaison between the PGS marketing department and the PGS community and third-party vendors. The marketing manager will work closely with the enrollment team, program directors, and outreach recruiters in order to serve and fulfill marketing requests. The marketing manager will oversee the execution of marketing efforts to support the overall strategic marketing plan.

### RESPONSIBILITIES

#### Essential Functions:

- Coordination, inventorying, and budgetary facilitation of all marketing resources used by/for SNU Professional and Graduate Studies.
- Serve as the primary point of contact for all traditional marketing vendors (billboard, radio, print, SWAG, events, etc)
- Supervise the conception, production, and deployment of resources provided through exterior marketing vendors
- Utilize the specified project management program for all collaborative projects and day to day tasks
- Build and maintain relationships with PGS community to include program directors, outreach recruiters, enrollment specialist, etc
- Serve as the primary point of contact for PGS community regarding marketing requests
- Build marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan.
- Manage budget and invoices for all marketing efforts in conjunction with the Executive Director of PGS Marketing
- Manage aspects of PSG social media accounts
- Recruit and manage student workers and/or interns
- Edit/update the PGS website as needed
- Seek opportunities for improved resources and suggest new resources as needed

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- Study and keep up to date with emerging marketing and higher education trends

## **Required Qualifications:**

- Southern Nazarene University is an expression of the Church of the Nazarene. According to SNU policy, all faculty and staff must possess a strong personal Christian commitment and be committed to the SNU mission to make Christlike disciples through higher education in a Christ-centered community.
- An understanding of the importance for diversity, inclusion and equity
- Bachelor's degree in Marketing, Business Administration or a related field
- Minimum of five years of related work experiences
- Possess strong verbal and written communication skills.
- Poses a knowledge of inbound marketing and a user of Hubspot

## **Preferred Qualifications:**

- Master's degree in business or related field
- Experience in business relationship development and building.
- Experience in adult higher education preferred.

## **Supervision Received:**

- Receives supervision and work assignments from a designated supervisor, although other staff members in the unit may provide work direction.

## **Supervision Exercised:**

- May be responsible for the coordination of work assignments for student employees.

## **BENEFITS**

Generous benefit structure including family health insurance plan (shared cost), long term disability, dental insurance, group life insurance, retirement, tuition remission, vacation, sick leave, personal days, and holidays.

**Updated: August 17, 2020**

## **SOUTHERN NAZARENE UNIVERSITY DIVERSITY STATEMENT**

Southern Nazarene University values each person created in the image of God, therefore, we also desire to be a community that reflects representation of diversity. We care about inclusion and equity through the refining of our character, the way we create culture and the way we serve Christ. Our University values reconciliation through God's love.

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## NON-DISCRIMINATION/EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

Non-Discrimination/Equal Employment Opportunity Statement: Southern Nazarene University policy prohibits discrimination on the basis of race, sex, age, color, creed, national or ethnic origin, marital status, disability, genetic information, veterans status or any other legally protected class in the recruitment and admission of students, in all personnel actions or decisions including, but not necessarily limited to, recruitment, hiring, training, upgrading, promotion, demotion, termination and salary, and in the operation of all university programs, activities, and services. Any concerns regarding discrimination on the basis of categories listed above should be addressed to the appropriate person:

### Students contact:

Dean of Students  
Southern Nazarene University  
Office of Student Life  
6612 NW 42nd St.  
Webster Commons, Lower Level Suite 110A  
Bethany, OK 73008  
405-491-6336/ Email: [kbradley@snu.edu](mailto:kbradley@snu.edu)

### Employees contact:

Director of Human Resources (or immediate supervisor)  
Southern Nazarene University  
6729 NW 39<sup>th</sup> Expressway  
Bresee Hall, Room 306  
Bethany, OK 73008  
405-491-6333/ Email: [gcollier@snu.edu](mailto:gcollier@snu.edu)

### Chief Diversity Officer

Vice-President for Intercultural Learning and Engagement  
Southern Nazarene University  
6729 NW 39th Expressway  
Bresee Suite 200  
Bethany, OK 73008  
405-491-6600/ Email: [lcrouso@mail.snu.edu](mailto:lcrouso@mail.snu.edu)

Anyone with questions or concerns regarding sex discrimination or the university's compliance with Title IX can contact the university's Title IX Coordinator:

### Executive Vice President

Southern Nazarene University  
6729 NW Expressway  
Bresee Suite 202  
Bethany, OK 73008  
[405-491-6306](tel:405-491-6306)/ Email: [mredwine@snu.edu](mailto:mredwine@snu.edu)

## TITLE IX DISCLOSURE

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Regardless of other language in this policy notwithstanding, Sexual Harassment (including Sexual Assault, Domestic Violence, Dating Violence, and Stalking), as defined in the Sexual Harassment Policy, will be governed exclusively by the Sexual Harassment Policy and processes provided in it. All other forms of sex-based discrimination are governed by this policy, including sex-based Harassment, as defined in this policy, that does not rise to the level of Sexual Harassment as defined in the Sexual Harassment Policy.

Conduct that is initially raised through a formal complaint under the Sexual Harassment Policy may also be addressed under this policy, in the institution's discretion, when: (i) the conduct, or some part of it, may amount to a violation of this policy regardless of whether it meets the definition of Sexual Harassment under the Sexual Harassment Policy; (ii) the formal complaint, or some part of it, has been dismissed under the Sexual Harassment Policy; or (iii) a final determination of a formal complaint has been made under the Sexual Harassment Policy and separate or additional action may be necessary to enforce this policy.

Discrimination is material, adverse treatment of an individual based on a protected category. Harassment consists of unwelcome conduct on the basis of a Protected Category that explicitly or implicitly affects an individual's employment, unreasonably interferes with an individual's work performance, or creates an intimidating, hostile, or offensive work environment.

A person's subjective belief that behavior is intimidating, hostile, or offensive does not make that behavior harassment. The behavior must create a hostile environment from both a subjective and objective perspective and must be so severe, persistent, or pervasive that it unreasonably interferes with, limits, or deprives a member of the community of the ability to participate in or to receive benefits, services, or opportunities from the university's education or employment programs and/or activities. In determining whether a hostile environment exists, the university examines the context, nature, scope, frequency, duration, and location of incidents, as well as the relationships of the persons involved.

- Non-sex-based VAWA crimes.

Note that, when addressing domestic violence, dating violence, and stalking that are not sex-based (i.e., that are not covered by the university's revised Sexual Harassment policy), the university will need to provide VAWA protections to the parties. Those are outlined on the slides below.

Under Title IX of the Education Amendments of 1972, Southern Nazarene University prohibits all unlawful discrimination on the basis of sex or gender in its educational programs and activities, except where the University has been granted exemptions from certain Title IX regulations on religious grounds, including the specific religious tenet of the University.

No individual will be subject to any form of retaliation, discipline, or other adverse action for reporting conduct in violation of the university's nondiscrimination/Equal Employment Opportunity Statement, assisting/cooperating in making a complaint, or assisting with the investigation of a complaint. Any individual who believes they have experienced or witnessed retaliation should immediately notify the appropriate member(s) of the administration as identified above. Those found to be engaging in any type of discrimination in violation of law or university policy will be subject to disciplinary action, up to and including dismissal or termination of employment.

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\*Christian faith and employment at Southern Nazarene University: Southern Nazarene University is an expression of the Church of the Nazarene. It reserves the right to prefer employees on the basis of religion (Title VII, Section 702-703, U.S. Civil Rights Act of 1964).