





## EDUCATION, EXPERIENCE AND CERTIFICATIONS

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- Bachelor's degree, preferably in Marketing, Communication or other Business related field. MBA is a plus.
- Minimum of 10 years experience in a Marketing department, with at least 5 years as a head of a similar sized organization or department/division head in a large organization or agency.
- Previous supervisory experience is required.
- Previous non-profit experience a plus.

## KNOWLEDGE, SKILLS AND ABILITIES

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- Must be able to demonstrate proven success in the development and successful execution of marketing strategies and achieving desired outcomes.
- Detail oriented and ability to work in a fast-paced environment.
- Must have strong business acumen and proactively find solutions.
- Superior communications and presentation skills which are effective to a range of audiences from internal staff, collegiate faculty and staff, to the top executives of major corporations.
- Strong organizational and planning skills with keen attention to detail.
- Exhibit qualities of a dynamic team member while providing clear leadership and direction to the staff.
- Ability to effectively delegate and work on various projects simultaneously.
- Must be team oriented and assist where needed.

## Competency

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- Communication Skills
  - Creativity/Innovation
  - Leadership
  - Project Management
  - Strategic Thinking
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