

Executive Director Marketing & Public Relations

North Central State College is seeking a strategic and collaborative leader to serve as Executive Director of Marketing & Public Relations. This role is responsible for leading the College's brand, marketing strategy, and communications efforts to effectively engage prospective students, community partners, and other key stakeholders.

The Executive Director will oversee the development and execution of integrated marketing and communications initiatives that support enrollment, strengthen the College's presence in the community, and ensure a consistent and compelling institutional voice across all platforms.

What You'll Do . . .

Strategic Marketing & Communications Leadership

- Develop and implement a comprehensive, data-informed marketing and public relations strategy aligned with institutional priorities
- Lead integrated marketing campaigns across digital, print, social media, web, and traditional media channels
- Serve as a communications advisor to the President, Cabinet, and Board, providing guidance on messaging, branding, and public relations strategy
- Oversee media relations, including building and maintaining relationships with local and regional media outlets
- Direct the creation of press releases, publications, presentations, and other institutional communications
- Lead crisis communication efforts in coordination with the President's Office

Brand Management & Outreach

- Ensure consistent application of the College's brand, messaging, and visual identity across all communications
- Oversee the development of marketing materials that support recruitment, student engagement, and community awareness
- Coordinate College participation in community events and public-facing initiatives
- Support the promotional needs of the College Foundation as appropriate
- Monitor marketing trends, tools, and best practices to keep the College competitive and relevant

Digital Strategy & Web Oversight

- Oversee the College's website, ensuring accuracy, accessibility, and alignment with institutional goals
- Lead web content strategy, governance, and continuous improvement efforts
- Utilize analytics and performance data to evaluate effectiveness and inform decision-making
- Ensure compliance with accessibility standards and digital best practices

Department Leadership & Management

- Provide leadership, supervision, and development for marketing and communications staff
- Establish departmental goals, priorities, and performance expectations
- Manage the department budget and allocate resources effectively
- Foster collaboration across campus to support divisional and institutional initiatives
- Lead or participate in College committees and external professional organizations

What We're Looking For:

- Bachelor's degree in Marketing, Public Relations, Communications, or related field, Master's degree preferred
- Minimum of three years of progressive experience in marketing, public relations, or communications leadership
- Demonstrated experience developing and executing strategic marketing plans
- Experience working with media, managing campaigns, and utilizing data to inform decisions
- Experience in supervision, budget management, and program evaluation

Why You'll Love Working Here:

You'll be part of a team focused on student success and community impact, with opportunities to do meaningful work in a collaborative and supportive environment. We also offer a comprehensive benefits package that includes:

- Competitive pay
- Medical, dental, and vision insurance with low deductibles
- Employer contributions to retirement (14% for SERS, 10.15% for ARP)
- College-paid life and long-term disability insurance
- Generous time off:
 - 160 hours vacation
 - 120 hours of sick time/year
 - 16 hours of personal time/year
 - 12 holidays + 2 additional College-paid days/year
- Free tuition at NCSC for employees, spouses, and dependents
- Tuition reimbursement for education outside NCSC
- And more!

Application Review Begins: May 25, 2026

Position open until filled
(Posted May 11, 2026)

Ready to Join Us?

Submit your resume and cover letter at:

👉 www.ncstatecollege.edu/jobs

Or send to:

North Central State College

Attn: Human Resources
2441 Kenwood Circle
Mansfield, OH 44906