

Job Level	Director of Marketing	Management Level II
Problem Solving	<ul style="list-style-type: none"> * Develop and execute annual marketing plans with a focus on creating awareness internally/externally, and driving leads through specific channels, including: email, social, video, internal communications channels, and content marketing efforts * Review, edit, and make final decisions on language, content, and strategy for all advertising and marketing materials * Develop and measure the effectiveness and success of marketing campaigns in supporting enrollment goals, increasing awareness, and contributing to the overall success * Read and interpret market research data and content and campaign effectiveness data to develop strategies to improve performance and increase conversions * Determine marketing best practices, create writing style guides, and provide trainings for organizational communications * Translate marketing and communications strategy into operational procedures * Determine marketing best practices, create writing style guides, and provide trainings for organizational communications * Maintain quality control of content strategy and execution, including working with all CSU Online staff to ensure compliance with content standards and writing guidelines across all communication efforts * Assess workflow and workload of marketing team on an ongoing basis to maximize resources and ensure deadlines are met and projects are completed accurately and successfully * Determine editorial and production schedules * Maintain quality control of content strategy and execution, including working with all CSU Online staff to ensure compliance with content standards and writing guidelines across all communication efforts 	<ul style="list-style-type: none"> ▪ Applies concepts towards the development of new rules or policy development
Interaction/ Communication	<ul style="list-style-type: none"> * Work collaboratively with program staff and recruitment staff to drive applications and enrollments Develop and continuously improve organizational content marketing strategy * Acts as an influential member of the Directors and Leadership team and provides recommendations and input for decisions that impact the entire division 	<ul style="list-style-type: none"> ▪ Adapts communication style and uses persuasion in delivering messages
University Impact	<ul style="list-style-type: none"> * Manage development and implementation of marketing plans and ensure that they are integrated and aligned with organizational processes, strategic vision, and the University brand, and conform to budgetary guidelines 	<ul style="list-style-type: none"> ▪ Ability to impact the development of existing principles and guides the development of new policies and ideas ▪ Work provided by the team generally has longer-term impact beyond the current year

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Financial/ Budget Responsibility	* Establish and determine allocation of marketing budgets, making decisions for types and amounts of investments, selection of vendors, and tracking of return on investment.	<ul style="list-style-type: none"> ▪ Provides input into the budgeting process and may be a sub-departmental budget owner or have responsibility towards the fiscal management
People Management	* Identify areas for professional development and improvement, and coach staff on how to elevate their work in order to develop and maintain a competent, astute, dedicated, and efficient marketing team	<ul style="list-style-type: none"> ▪ Manages teams of technical/support and/or professional roles ▪ May have people management responsibility for pay reviews, performance management, and resource planning