



**Position Title:** Director, Illinois Community College Marketing Collaborative  
**Position Status:** Contract, Part-Time (anticipate approximately 20 hours a week)

The Illinois Community College Marketing Collaborative (ICCMC) was formed in 2019 to bring together marketing resources from the 48 Illinois community college districts. The mission of ICCMC is to share best practices among district marketing professionals, in addition to creating and managing a comprehensive, statewide community college brand.

The Illinois community colleges are 48 powerhouses of opportunity at the grass roots. No two community colleges are alike—what they share and build on is an unwavering belief in the people and places they serve. Success is defined student by student and community by community.

ICCMC is recruiting a part-time Director to coordinate a statewide branding initiative among the State's community colleges. This position will work directly with the ICCMC Executive Committee and be responsible for the marketing efforts of ICCMC, including consistent quality standards of marketing efforts, branding, advertising, and media relations.

**Minimum Qualifications/Basic Job Requirements:**

- Bachelor's degree in marketing, public relations, advertising, digital/social media or a related field and at least three years of marketing related experience.
- Experience in project management with effective team collaboration.
- Excellent communication and interpersonal skills.
- Bilingual writing proficiency preferred.

**Illustrative Examples of Essential Functions:**

- Coordinate production of marketing materials in collaboration with media agencies.
- Provide strategic direction and oversight for content development and management of ICCMC website and social media.
- Coordinate and execute mass media marketing and branding for ICCMC.
- Identify and develop story ideas in coordination with college representatives.

- Generate and repurpose content for social media outlets and website; disseminate stories and convey messaging via social media; monitor social media and web analytics.
- Follow news, blogs, and social media feeds to monitor education trends and generate story content ideas.
- Assist in development of external publications and advocacy messaging used by the colleges.
- Assist with coordination of community/statewide events and outreach activities.
- Provide oversight for ICCMC, including budget management and meeting coordination.
- Administer and update ICCMC Basecamp site as needed.
- Perform other duties as assigned by ICCMC Executive Committee.

**Core Competencies – Knowledge, Skills, and Abilities:**

- Possess strong organizational skills.
- Provide strong and clear communication, customer service, and inter-personal skills.
- Understanding of basic computer operations and office equipment.
- Excellent verbal and written communication skills.
- Ability to independently handle multiple assignments and meet deadlines.
- Effective time management skills.
- Work independently with general supervision; exercise judgment within defined guidelines and practices to determine appropriate action.
- Self-motivated.
- Knowledge of social media for dissemination of content.
- Experience using web programs and software for writing and dissemination of content.

**Workload Summary:**

- Position is a remote position.
- Minimal travel may be required.
- This position requires light physical activity and movement.

**Contract Amount/Project Annual Budget:** \$40,000

**Application:**

To apply, submit electronic cover letter, resume, and three professional references to:

Illinois Community College Trustees Association (ICCTA)  
Attn: Kim Villanueva  
kvillanueva@communitycolleges.org

Question may be directed to Kim Villanueva at ICCTA via email.

\*Review of applications will begin the week of April 24, 2023.

3/2023