



## Job Posting – Marketing Communications Director

Put your marketing and communications skills to work helping not-for-profits organizations in New England advance their missions. As a member of our senior team you will help save our 1200 members millions of dollars in operating expenses, dollars that can go directly to areas of need.

Sound interesting? If so, the MHEC has the position you've been looking for.

### **WHO WE ARE**

The Massachusetts Higher Education Consortium (MHEC), located in Amherst, MA, stands behind our unwavering commitment to the communities we serve. As a growth leader in the educational and municipal contract industry, we serve others by striving to be the best in industry in terms of cost avoidance, product and service depth, vendor quality, choice and terms. The MHEC is an active catalyst for local and regional small business participation, including women, minority-owned, and many other SDO-designated companies. The MHEC provides high quality consortium contracts which provide substantial discounts, while also saving members valuable professional time, invaluable technical experience and superior customer service.

### **THE TEAM**

At the MHEC we have a strong and creative team of professionals whose common goal is to produce the best possible publicly bid consortium contracts for use by our members. Our team of twenty people makes up four departments consisting of contracting, the business office, administration, and marketing.

### **THE ROLE**

The marketing department is the external voice of the MHEC.

This position's responsibilities will encompass all facets of marketing, from strategic- such as developing a marketing and communications strategy, to Tactical – hunting down, analyzing, ideating, creating, and guiding thought leading content. The media, taking the form of our website, videos, newsletters, ads, member and vendor events, will highlight the strengths of our brand and what differentiates us from our competition. The ideal candidate will deliver specific identifiable results, write very well, enjoy working with technology, and is a revenue driven marketer.

Responsibilities include:

- Create and implement comprehensive marketing and communications strategy and operating plans that align with the MHEC's strategies and objectives.
- Manage the marketing and communications operational budget, ensuring alignment of resources to meet organizational priorities.

- Provide guidance, insight and knowledge about market trends, member requirements and the effectiveness of the marketing strategy. Track and evaluate the impact of marketing communication initiatives.
- Lead market research efforts to better understand the MHEC's target market and customer requirements.
- Develop and implement a social media strategy.
- Lead and develop the marketing team including coordinator and outreach staff.
- Research and initiate adoption of industry leading technologies to enhance MHEC strategic position.

### **KNOWLEDGE, SKILLS AND ABILITIES**

- Graduate degree in marketing, advertising or communications.
- A minimum of ten years of progressive responsibility in marketing and communications management.
- Strategic thinker with a track record of success using a creative and entrepreneurial approach.
- Demonstrated ability to build, lead, mentor, and motivate staff to function as a strong and collaborative unit.
- Experienced in brand management, ensuring consistent brand communication across multiple channels
- Experience in performing marketing research and industry analysis to drive strategy and communication.
- Strategic planning skills; experience translating strategic plans into strong tactical performance.
- Demonstrated understanding of marketing analytics.
- Effective relationship builder and negotiator who can collaborate across member and supplier
- Demonstrated understanding of social media platforms and social media campaigns.
- Software knowledge including but not limited to: Photoshop, InDesign, Adobe Creative Cloud and MS Suite.
- Association, nonprofit or professional experience a plus.

### **FINE PRINT**

- The expected hiring salary range will be \$80K-\$85K, based on experience.
- Travel to member and supplier locations throughout New England is required.
- Some overnight travel will be required.

*The Massachusetts Higher Education Consortium is an Affirmative Action/Equal Opportunity Employer.*

To obtain a copy of the job description please email your request to [hr@mhec.net](mailto:hr@mhec.net)

Cover letters and resumes will be accepted until the position is filled.