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**JOB POSTING
OFFICE OF HUMAN RESOURCES
August 20, 2026**

TITLE: Vice President of Marketing and Communications

DEPARTMENT: Marketing and Communications

DIVISION: Marketing and Communications

STATUS: Exempt, Full-time, 35 Hour Work Week, Mon-Fri, 8:30 a.m. - 4:30 p.m.

As a member of our exempt workforce there could be occasions when a commitment beyond the normal workweek may be required.

Salary Range: \$165,000 - \$175,000

General Description:

The Vice President of Marketing and Communications is a full-time, senior leadership position responsible for strategic direction of the College's marketing, advertising, communications, and branding efforts in support of enrollment growth and institutional revenue goals. This role requires an active, proactive approach to enhancing Northeast College's competitive position in a rapidly changing higher education landscape, strengthening the College's visibility and reputation, and supporting enrollment and admissions functions.

The Vice President will partner actively with the Vice President of Enrollment Management and Student Affairs to develop shared recruitment marketing strategy, establish rigorous KPIs around lead generation and funnel quality, and foster a testing mindset that embraces data driven insights and informed experimentation. The position requires the ability to think strategically about institutional competitive positioning, identify and propose new marketing channels and approaches, and integrate emerging technologies such as artificial intelligence. The Vice President will maintain disciplined brand stewardship across all channels and spaces, oversee the production of compelling institutional narratives, and ensure that the division operates with visibility and collaboration across campus.

This position demands both creative excellence in execution and forward thinking in strategy. The successful candidate will combine strong creative judgment with an entrepreneurial approach to innovation and market positioning.

Organizational Relationships:

1. Reports to the President.
2. Provides supervision to the Marketing and Communications division.
3. Collaborates actively with the Vice President of Enrollment Management and Student Affairs on shared recruitment marketing strategy, lead generation KPIs, and funnel performance.
4. Collaborates with other Division Heads to ensure coordinated institutional messaging and alignment with broader priorities.

Specific Duties and Responsibilities:

- Serve on the President's senior staff.
- Develop clear, consistent messaging for dissemination through integrated channels including print, digital, social media, video, and news media.
- Create and implement a brand strategy that effectively articulates the College's differentiators to targeted audiences.
- Maintains a collaborative partnership with the Vice President of Enrollment Management and Student Affairs, fostering ongoing cooperation between the Marketing and Communications and Enrollment Management and Student Affairs divisions to develop and implement shared recruitment marketing strategies, establish lead generation KPIs to support enrollment growth and institutional goals, and monitor funnel quality and performance.
- Develop tactical marketing and communications plans focused on student recruitment, retention, fundraising, and engagement of alumni, donors, media, and other key constituents.
- Partner with Alumni Relations and Institutional Advancement on alumni stewardship, donor engagement, and giving campaign support.
- Collaborate with the Health Centers on marketing and communications initiatives that support patient acquisition and institutional visibility.
- Manage the College's web presence and digital communications using current technology and trends.
- Oversee paid digital advertising strategy and creation of enrollment-focused marketing collateral.
- Oversee the development and distribution of the weekly #BlueBulletin digital news magazine, annual report, and annual or biannual alumni newsletter.
- Advance the College's social media presence and digital marketing, incorporating analytics and performance measurement.
- Manage College-wide internal communications.
- Oversee the College's graphic identity and brand messaging platforms.
- Coordinate formal and informal photography for campus activities, events, and marketing materials.
- Write and distribute news releases, manage media inquiries, and serve as institutional spokesperson or direct spokesperson activities.
- Develop and maintain benchmarks to measure success of marketing and communications initiatives.
- Identify and propose new marketing channels, strategies, and approaches, including emerging technologies such as artificial intelligence and marketing AI agents. Provide oversight for thoughtful integration of these tools into College operations while maintaining brand and data standards. Develop and lead implementation of the College's Crisis Communications Plan.
- Allocate resources in a fiscally responsible fashion.

Methods of Accountability:

1. Verbal and written communications with administration, faculty, staff and students.
2. Compliance with the College's policies.
3. Efficient and effective marketing and community activities that advance the image and mission of the college.
4. Annual performance evaluations by the President with input from other key stakeholders.

Mental and Physical Requirements:

1. Mission focused, passionate, and outcome oriented.
2. Effective and professional verbal and written communication skills.
3. Responsible judgment.
3. Projects a positive and professional demeanor.
4. Able to work events which may be scheduled during the day, evenings and occasional weekends.
5. Excellent customer service, time management, organizational, and interpersonal skills required.
6. Basic proficiency in PC use and Microsoft Office programs (Word, Excel, PowerPoint, and Outlook).
7. Ability to manage stressful situations in a fast-paced, multi-task work environment.
8. Some travel required.

Education, Training and Experience:

1. Five years of experience in public relations, marketing or related field, bachelor's degree required, master's degree preferred.
2. Valid driver's license and ability to travel off-site for presentations.
3. Experience in health care, higher education or related fields preferred.

NOTE: Due to the driving/travel requirements, this position is subject to the College's Motor Vehicle Use Policy and the employee will be required to sign a release for a Motor Vehicle Report upon hire. This release will remain in effect through the duration of employment unless revoked in writing. Motor Vehicle Report checks are conducted annually by the College.

Northeast College of Health Sciences is committed to creating a culture of diversity, equity, inclusion, and belonging with our college campus community. In support of our institutional values, we acknowledge each person's unique experience, perspective, and ability as contributions that both enrich our community and enhance the professions and people we serve. As such, the College is dedicated to providing equitable opportunities to all future and current employees.

If you are interested in applying for this position: Submit a resume and cover letter via <https://spelmanandjohnson.com/position/vice-president-of-marketing-and-communications/>

** Employment is subject to the favorable result of a background investigation and where applicable, confirmation of appropriate degrees and credentialing.*

Northeast College of Health Sciences is an Equal Opportunity employer and does not discriminate against students or employees on the basis of age, race, color, creed, gender, sexual orientation, or handicapping conditions (or any other protected status) in its educational programs, financial aid, activities, admissions and employment practices.