



**Northern Marianas College**  
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## **VACANCY ANNOUNCEMENT**

Announcement No. 17-041

Northern Marianas College is accredited by the WASC Senior College and University Commission (WSCUC). With students who come from Micronesia, Asia, North America, Europe, and other parts of the world, the Northern Marianas College is a microcosm of the globe. In addition to its multicultural environment, the Northern Marianas College also boasts a diversity of students: in addition to recent high school graduates, many students are also currently working part time or full time and have their own family obligations. Classes are offered during the day, evening, and weekends to accommodate work schedules.

Northern Marianas College is located on the beautiful tropical island of Saipan within the Commonwealth of the Northern Mariana Islands. The island offers a broad range of outdoor sports, leisure and aquatics activities; and our tropical climate means that outdoor activities are available year round. The Commonwealth of the Northern Mariana Islands affords a low income tax rate through a generous rebate system. This means that your salary results in greater take-home pay than in many other jurisdictions.

It is the policy of Northern Marianas College that equal opportunity be given to all qualified applicants without regard to age, race, gender, marital status, place of origin, religion, disability status, political affiliation, family relationship, or genetic information (GINA). The college reserves the right to waive or implement other qualifications to meet its needs and the right to reject all applicants or withdraw the vacancy should NMC determine such a position is no longer needed or able to be filled. The College is an Equal Opportunity Employer.

<b>POSITION TITLE:</b>	<b>Director of Marketing &amp; Communications</b>
Department:	<b>Office of Institutional Advancement</b>
<b>Pay Level &amp; Step:</b>	<b>25/01-04</b>
Annual Salary:	<b>\$49,864.16 - \$55,285.29</b>
Location:	<b>As Terlaje Campus, Saipan</b>
Opening Date: <b>June 20, 2017</b>	Closing Date: <b>Until Filled</b>

*Subject to availability of funds*

*Applications must be submitted by 4:30pm on the closing date. If there are no qualified applicants or the set of qualified applicants is deemed an insufficient pool, the closing date will be extended for two-week periods for further submission and review of applications until the search is closed. Deadlines that fall on a non-business day will be extended to the next business day.*

### **Nature of the Position:**

This position is located in the Office of Administration & Advancement and under the supervision of the Vice President of Administration & Advancement.

### **Duties and Responsibilities:**

- Participates in Program Review and Outcomes Assessment (PROA) activities.

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## **Vacancy Announcement 17-041**

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- Participates in evaluation activities to ensure continuous quality improvement.
- Oversees marketing and advancement staff
- Leads the College's internal and external marketing, branding, advertising, and public relations activities
- Develops annual marketing plan in conjunction with other NMC departments to enhance the College's image as a premier learning institution
- Responsible for the design, production and dissemination of marketing publications and public relations materials, such as news releases, feature stories, videos, institutional reports, annual reports, newsletters, brochures and other promotional tools
- Helps to lead the College's advancement efforts
- Takes photos during College activities
- Manages the College's social media sites by developing, posting, and evaluating content
- Develops effective and strategic relationships with key media representatives and other external groups to achieve mutually beneficial goals and objectives
- Creates, edits, updates, and manages content and design of the NMC website
- Reports directly to the Vice President of Administration & Advancement and works closely with the College staff and faculty from other departments to develop, implement and budget for integrated strategic marketing plans
- Regularly monitors, tracks, and archives NMC coverage in all media, including print, broadcast, radio and new media
- Provides strategic advice to NMC President and other management members with regard to strategic public relations activities, including coordinating responses to reporters/editors' inquiries
- Manages media inquiries, coordinates media interviews with College staff and personnel, and serves as a resource for media representatives
- Implements a rapid response system to appropriately and effectively respond to media coverage to ensure that accurate and positive messages about the College are communicated promptly and efficiently
- Provides leadership in the planning and implementation of community and campus activities and special programs and other outreach events
- Assists in managing the marketing department budget
- Regularly implements evaluation activities to ensure continuous improvement of all marketing activities
- Ensures a consistent institutional identity in internal and external communications; promotes and promulgates standards, models and guidelines to aid faculty, staff, and external vendors in adhering to graphic identity standards.
- Plan marketing and branding objectives.
- Provides effective phone etiquette and customer service skills.
- Perform other duties as assigned

**Minimum Qualifications:**

Bachelor's degree from a U.S. Department of Education recognized accredited institution in Communications, Graphic design, or related field plus two (2) years of marketing/public relations or community affairs/program experience.

*All post-secondary education degrees must be from a U.S. Department of Education recognized and accredited institution.*

*All candidates must have a demonstrable ability to work with various College stakeholders in a respectable and collegial manner.*

**Knowledge, Skills, and Abilities**

- Must have experience in Program Review and Outcomes Assessment.
- Must have strong computer background including, but not limited to, word processing, spreadsheets, and database, preferably Word, Excel, PowerPoint.
- Able to communicate effectively with students, staff, faculties, and other college stakeholders.
- Demonstrate strong organizational skills and a high attention to detail.
- Capable of handling multiple tasks while maintaining composure under stressful conditions.

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**Vacancy Announcement 17-041**

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- Completes and prioritize tasks accurately and in a timely manner.
- Takes initiative and works both independently and cooperatively in a team environment.
- Must be able to present information in clear and professional manner.
- Must be team oriented and able to and communicate well with a diverse student population.
- Contributes and promotes a positive and professional working environment and relationship with the college community and promotes a positive representation of the Office of Administration & Advancement and NMC.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.

This position requires the ability to occasionally lift office products and supplies, up to 20 lbs.

**Work Environment:**

The Work Environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment may vary.

**Conditional Requirements:**

This position is classified as **Exempt** under the Fair Labor Standards Act (FLSA) and is “Not Covered”: Is not eligible to receive overtime payment for each hour worked in excess of forty (40) within the given workweek.

**How to Apply:**

Employment application forms are available at the Human Resources Office of the College and a pdf. file can be downloaded from our website: <http://www.marianas.edu> using Adobe Acrobat. Please submit the following documents to the HR Office: Complete employment application form, detailed Resume, Authorization for Release of Prior Employment Information/Consent to Background Check, and copies of all college transcripts (all official transcripts are required upon hire). Optional: Cover Letter. **\*\*\*The Employment Application must be completely filled and all required documents must be submitted by the closing date. The Human Resources Office may NOT PROCESS and may REJECT any application deemed incomplete. Reference to “See Attached Resume” will not be accepted.**

All post-secondary education degrees must be from a U.S. Department of Education recognized and accredited institution. It is our requirement that degrees be from a U.S.-accredited college or university. Foreign degrees may be accepted when accompanied with a credential evaluation report. A listing of authorized evaluation reports can be obtained at the National Association of Credential Evaluation Services (NACES) website at <http://www.naces.org/>

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification (I-9) document form upon hire. Police/court clearance will be required upon job offer.

**NOTICE:**

NMC perpetually solicits applications for **full-time faculty or part-time (adjunct faculty)** in all teaching disciplines. Qualified individuals interested in teaching (online or on-site) are encouraged to apply. All applicants must include transcripts from all post-secondary educational institutions attended, together with a resume and a completed and signed application for consideration.

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