

Employment Opportunity

**Executive Director of
Marketing
Lakeshore College
Cleveland, Wisconsin**



Please apply on our website:

<https://www.qtigroup.com/job-posting/executive-director-of-marketing/NM624194916>

ABOUT THE ORGANIZATION



Lakeshore College (Lakeshore) is a public, two-year comprehensive community and technical college located in the rural village of Cleveland, Wisconsin. Lakeshore is locally governed by an appointed nine-member District Board.

In 2024, the Higher Learning Commission (HLC) reaffirmed Lakeshore's accreditation for another decade. The Higher Learning Commission is one of six regional accrediting bodies authorized by the U.S. Department of Education. Lakeshore has been an accredited higher education institution since 1977.

Annually, the college educates more than 9,000 students, with approximately 800 graduates per year. Within six months of graduation, associate degree holders report a median salary of \$61,355. Furthermore, 95% of our graduates express high satisfaction with their education, with 99% securing employment within six months of graduation within Wisconsin. Lakeshore serves as a primary provider of higher education to community residents and a vital supplier of skilled workers to regional industries, thereby enhancing overall workforce productivity.

Notably, Lakeshore delivered customized employee training to over 110 companies. Lakeshore demonstrates a commitment to excellence through its focus on workforce preparation, affordability, institutional effectiveness, and responsiveness to community needs. Partnerships in the community, with businesses and with education, both K-12 and post-secondary, are key to building career pathways which help keep the economy strong. Located in east central Wisconsin, Lakeshore serves a district measuring approximately 1,200 square miles, covering Manitowoc and Sheboygan counties and small portions of Calumet and Ozaukee counties.

Mission: Transform individuals to strengthen our communities through innovative and accessible learning.

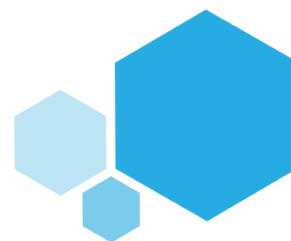
Vision: The community's driver for individual, social, cultural, and economic vitality.

Strategic Areas of Focus and Belief Statements:

- Student Success - Students thrive in a supportive and engaging environment.
- Quality Education - Students and communities thrive from high-quality education.
- Culture of Excellence - Employees drive excellence when valued, included, and supported.
- Strategic Innovation - Dynamic improvements drive our competitiveness and impact.



ABOUT THE OPPORTUNITY



The QTI Group is proud to partner with [Lakeshore College](#) in Cleveland, Wisconsin, to hire its next **Executive Director of Marketing**. Reporting to the Vice President of Strategic Development, the Executive Director of Marketing leads the development and implementation of marketing communication plans in alignment with the college's strategic priorities.

The Executive Director of Marketing will lead a team of five direct reports and collaborate closely with other leaders throughout the college. This leader will provide guidance and support through training, mentoring, and open communication to provide direction and development opportunities for team members. We are seeking a leader who is upbeat, positive, and enjoys fostering a fun, collaborative environment while driving results.

Responsibility Highlights include:

Strategic and Creative Direction (25%)

- Provide strategic direction and leadership in the development of the college's overall marketing and enrollment management strategies, aligning them with institutional goals and objectives.
- Lead the development of creative concepts and campaigns which effectively communicate the college's unique value proposition and resonate with target audiences.
- Lead the creative team to ensure the successful implementation of marketing campaigns, initiatives, and projects.
- Foster a culture of creativity and innovation within the marketing team, encouraging the exploration of new ideas and approaches to engage with prospective students and stakeholders.
- Oversee brand management activities to maintain brand integrity and consistency across all communication channels.
- Stay informed about emerging trends, technologies, and best practices in marketing and higher education to drive continuous improvement.
- Collaborate with internal stakeholders, including academic departments, student services, and administration, to ensure alignment between marketing initiatives and institutional priorities.

Public Relations (25%)

- Develop media relations strategies to garner positive publicity for the college at the national, state, and community levels.
- Cultivate strong relationships with media outlets, industry partners, and community stakeholders to enhance the institution's reputation and visibility.
- Provide communication support for executive-level communication and presentations.
- Maintain the crisis communication plan and serve as a member on the college Incident Management Team.
- Manage the development and submission of various award nominations.
- Provide Five Star Customer Service throughout every interaction.

Drive Recruitment / Student Enrollment (20%)

- Drive enrollment growth by developing targeted marketing campaigns to attract prospective students from diverse backgrounds and increase student retention.
- Collaborate with admissions advisors and specialists to identify recruitment opportunities and develop outreach initiatives to increase applicant pool and enrollment yield.
- Oversee the development of recruitment materials, including brochures, website, presentations, and social media content, to effectively communicate the college's value proposition to prospective students.
- Collaborate with academic departments to develop specialized recruitment initiatives for specific programs or student populations.
- Provide training and support to admissions staff to ensure they are equipped to represent the college effectively during recruitment events and interactions with prospective students.

Digital Communication (20%)

- Plan and lead, the college's digital and social media marketing strategy.
- Manage the development and execution of a digital advertising plan.
- Analyze and evaluate social and digital analytics to ensure effectiveness in achieving organization strategic goals.
- Analyze reports to assess the performance of digital strategies & campaigns. Utilize the reports to make substantive change.
- Manage the development and effectiveness of email marketing campaigns.
- Manage the user experience, design, content, and architecture of the college website.

Marketing Management (10%)

- Develop, implement, and maintain an annual marketing communication plan.
- Manage marketing budgets effectively, ensuring resources are allocated efficiently to achieve desired outcomes and alignment with college strategic and annual plans.
- Create comprehensive promotional plans to support college initiatives and priorities.
- Provide stewardship to the marketing team and the campus of the college brand.
- Manage the operational activities for the marketing function including the engagement of external vendors such as market research firms, media planners/buyers, video production firms, photographers, branded promotional items/clothing, freelance designers/writers, etc.
- Participate in the Wisconsin Technical College Marketing Consortium and provide input to the direction of statewide marketing initiatives.
- Participate on college wide teams to provide input to the direction of college marketing initiatives.

APPLICATION & SELECTION PROCESS



Lakeshore College has retained The QTI Group to conduct the search for its new Executive Director of Marketing. The QTI Group is a comprehensive human resources advisory services firm founded in 1957. QTI is headquartered in Madison, Wisconsin.

Location: Lakeshore's main campus in Cleveland, Wisconsin.

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For more information, please contact Nicki McCurdy at nicki.mccurdy@qtigroup.com.