

**MARANATHA BAPTIST UNIVERSITY**  
**Job Description**

Head of Marketing

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DEPARTMENT:	<i>Marketing</i>	SUPERVISOR:	Chief Executive Officer
EMPLOYEE NAME:	TBD	EMPLOYEE CLASS:	<i>TBD</i>
PREPARED BY:	<i>Matt Davis/Todd Valeria</i>	REVISION DATE:	<i>November 2025</i>

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**SUMMARY:**

The Head of Marketing will be responsible for leading and executing the overall marketing strategy to enhance brand awareness, drive institutional growth and ensure alignment with university objectives. This role demands a visionary leader with a deep understanding of marketing principles, proven experience in developing and implementing successful creative marketing campaigns, leading a marketing team of various talents and a track record of driving results in a competitive market landscape.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Develop and implement comprehensive marketing strategies aligned with the university's short-term and long-term goals. Provide strategic direction for brand positioning and market segmentation to positively affect enrollment, retention and the advancement of the institution.
- Lead and inspire a high-performing marketing team, fostering a culture of service, collaboration across departments, innovation, timeliness, accuracy, adherence to deadlines, scheduling transparency and continuous improvement.
- Provide mentorship, guidance, creative direction, clear expectations and professional development opportunities to empower team members to reach their full potential.
- Oversee brand development and brand management initiatives to protect and propel the image and standards of Maranatha through ensuring brand consistency, relevance, and resonance with target audiences.
- Monitor market trends, competitor activities, and all customer to consumer conversion points to identify opportunities for brand differentiation and growth.
- Collaborate closely with cross-functional teams from various departments, including all academic units, enrollment, guest & alumni services, development, recruitment, business offices, the executive team and other operations to ensure alignment and integration of branded marketing initiatives and brand-right messaging across multiple channels towards brand cohesiveness to promote all ministry and business objectives of the university.
- Manage strong relationships and foster a culture of teamwork and cooperation with MBU's external marketing partners, experts, consultants and specialists.
- Develop and manage the marketing budget, ensuring optimal resource allocation to achieve strategic objectives and maximize ROI. Monitor expenditures, track performance against budget targets, and identify areas of cost optimization and efficiency improvement.
- Serve as a key liaison between the marketing division and executive leadership, providing regular updates, insights, and recommendations on marketing performance, market trends, and strategic initiatives.



**ADMINISTRATIVE OVERSIGHT**

- Provide accountability/oversight for direct reports within the Marketing Team.
- Chair of the Marketing Committee.
- Chair of the Social Media Committee.
- Member of the Leadership Council.

**SUPERVISORY RESPONSIBILITIES:**

- Marketing Department – Assistant Director, photographers and videographers, web editors, graphic artists, writers, graduate assistants, student interns and student workers.
- Maranatha Plus – Institutional Designer and videography student worker team.
- On Mission Podcast – Podcast scheduling, video technician, and audio technician functions.
- Athletics promotion – athletics social media and promotional personnel.
- External marketing partners – Fierce Strategy + Creative, Social Compass, Fuzion Videos, and other contracted specialists.

**OTHER DUTIES & RESPONSIBILITIES:**

- As an employee of Maranatha, the Head of Marketing is expected to lead in accomplishing the mission of MBU in ways that include but are not limited to: leading students in prayer, giving Biblical advice, mentoring in spiritual matters, helping students develop Christian maturity, and teaching the Word of God. This leadership of students should be accomplished through direct communication with the students, and it must also be accomplished by the example you set in your personal life both at and away from the ministry.
- Teach a university/MBBI class as requested by the administration.
- Volunteer as needed in the campus life of the university to invest in the lives of the students.

**QUALIFICATION REQUIREMENTS:**

- Love for the ministry and for people with experience related to the gospel ministry.
- Bachelor's degree (minimum) in a related field with a master's degree preferred in a related field.
- Strong strategic thinking, analytical skills and business acumen focused.
- Exceptional leadership, communication and interpersonal skills.
- Demonstrated ability to inspire, motivate and develop high-performing teams.
- Extensive knowledge and applicable experiences in the leading and oversight of creative marketing principles, reaching target markets, effective customer to consumer conversion and best practices in the use of and cohesion of all marketing channels for optimal customer experiences.
- Proficiency in market research and data analysis to inform proper application and resource allocation.
- Ability to thrive in a fast-paced dynamic higher education environment and effectively manage competing priorities.
- Results-oriented mindset with a focus on driving measurable impact and achieving the university's strategic objectives.

**EVALUATION**

The performance of this position will be evaluated under the provisions of this description and policies of the Maranatha Baptist University Staff Handbook.

