

# Job Description

**Company:** Brazos Higher Education Service Corp. Inc.  
**Job Title:** Vice President Marketing  
**Effective Date:** 2/10/2022  
**Department:** 1111 – Corporate Administration  
**Location:** Waco or Remote  
**Reports to (Title):** EVP CFO & COO

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## I. Job Summary

The Vice President of Marketing will plan, direct, coordinate, and oversee all marketing activities in the organization. This includes ensuring development and implementation of efficient and cost-effective systems to meet current and future needs of the organization, and also ensuring product positioning is effectively communicated and reaches the appropriate target audience.

**II. Essential Duties and Responsibilities** include the following. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Other minor duties may be assigned.

- Analyze target market information to identify and recommend effective marketing approaches that are in line with the organization's business plan and vision.
- Prepare and implement effective marketing campaigns based on market research.
- Manage and coordinate all marketing, advertising, and promotional staff activities including branding, promotions, and social media outlets.
- Monitor, review, and report to senior executives on the success of marketing efforts, advertising, and promotions.
- Collaborate with senior executives to develop growth plans for the organization.
- Forecast, draft, implement, and oversee the department's operating budget.
- Maintains knowledge on emerging products and services.

## III. Supervisory Responsibilities

Manage non-supervisory employees.

## IV. Qualifications

The requirements listed below are representative of the qualifications necessary to perform the job.

### A. Education

Required: Bachelor's Degree

Field of study: Business Administration, Marketing, or related field.

Preferred: Master's Degree

Field of study: Business Administration, Marketing, or related field.

### B. Experience

Required: 7 years but less than 10 years of previous experience

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Preferred: 10 years or more of previous experience

## C. Certificates, Licenses, Registrations or Other Requirements

- None

## D. Other Knowledge, Skills or Abilities Required

- Familiarity with the overall student loan market, including the key competitors and product characteristics, seasonal considerations, gauging the market competition to set competitive interest rates on Brazos' loan products, and school considerations, including ELM and scholarnet. Project management skills to ensure the highest quality and on-time delivery from vendors and peers
- Understanding of the strategic importance of attribution and ability to track cost of acquisition for different marketing campaigns. Information Analysis and problem solving ability
- Experience and expertise with school channel marketing, including securing and maintaining positions on preferred lender listings, RFI responses, and providing meaningful periodic content to schools and developing relationships with financial aid offices.
- Experience and expertise with direct to consumer marketing channels, including digital marketing (website SEO, social media, SEO), prequalified mailers (including screeners to maximize results), content creation, email drip campaigns, and high-school strategies such as FASFA workshops.
- Skills: hands on mentality that has the ability to directly create high quality marketing content, manage CRM (ZoHo), manage and develop first in class website content and directly execute all aspects of marketing campaigns.

## V. Work Environment

Listed below are key points regarding environmental demands and work environment of the job. *Reasonable accommodations may be made* to enable individuals with disabilities to perform the essential functions of the job.

- Required to use motor coordination with finger dexterity (such as keyboarding, machine operation, etc.) **Most of the day**
- Required to exert physical effort in handling objects **Rarely**
- Required to be exposed to physical occupational risks (such as cuts, burns, exposure to toxic chemicals, etc) **Rarely**
- Required to be exposed to physical environment which involves dirt, odors, noise, weather extremes or similar elements **Rarely**
- Normal setting for this job is an **Office Setting**.