



Position Title: Director of Marketing

Department: Marketing

Location: Onsite

Reports To: Chief Operating Officer

Iliff School of Theology is a progressive, graduate theological school located in Denver, Colorado. Founded in 1892, Iliff is committed to academic excellence, social justice, and interreligious engagement. The institution prepares leaders for religious, academic, and community contexts through innovative programs and a strong emphasis on critical inquiry, ethical leadership, and transformative education.

Iliff fosters a collaborative and mission-driven environment where staff and faculty contribute to a shared commitment to equity, inclusion, and the public good.

Iliff School of Theology seeks a strategic and collaborative Director of Marketing to lead the institution's marketing and communications efforts. Reporting to the Chief Operating Officer, this role is responsible for advancing Iliff's visibility, strengthening its brand, and supporting enrollment and advancement goals through integrated, data-informed marketing strategies.

This is an excellent opportunity for a creative and results-oriented marketing professional who thrives in a mission-driven, higher education environment and is passionate about storytelling, engagement, and institutional growth.

Key Responsibilities

The Director of Marketing will be responsible for leading institutional marketing and communications strategy and execution. Key areas of responsibility include:

- Development and implementation of a comprehensive, multi-channel marketing and communications strategy aligned with institutional priorities.
- Leadership of institutional branding and messaging to ensure consistency and alignment with Iliff's mission and values.
- Oversight of marketing campaigns across digital, print, email, social media, and web platforms.
- Management and enhancement of the institution's website, including content strategy and user experience optimization.
- Collaboration with Admissions to support student recruitment, lead generation, and conversion strategies.
- Partnership with Advancement to support donor engagement, fundraising initiatives, and alumni communications.

- Analysis of marketing performance metrics to assess effectiveness and guide strategic decisions.
- Oversight of content development, including publications, newsletters, and institutional communications.
- Management of external vendors, including creative agencies and media partners.
- Development and oversight of the marketing budget and resource allocation.
- Supervision and development of marketing and communications staff.
- Cross-functional collaboration with academic and administrative departments.

Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, or related field.
- Minimum of 5 years of progressive experience in marketing, communications, or a related role, preferably in nonprofit or higher education.
- Demonstrated experience developing and executing strategic marketing initiatives.
- Experience managing digital platforms, campaigns, and analytics tools.
- Master's degree preferred.

Skills and Competencies

- Strong expertise in strategic marketing, brand management, and integrated communications.
- Excellent written and verbal communication skills with the ability to engage diverse audiences.
- Strong analytical skills with the ability to translate data into actionable insights.
- High level of organization, attention to detail, and project management capability.
- Ability to manage multiple priorities in a fast-paced, dynamic environment.
- Demonstrated leadership ability, including supervising and developing staff.
- Collaborative and service-oriented approach.
- Sound judgment, integrity, and ability to maintain confidentiality.
- Sensitivity to alignment with Iliff's mission, values, and culture.

Compensation and Benefits

Salary Range: \$76,500 – \$86,500 annually

Iliff School of Theology offers a competitive benefits package, which may include:

- Health, dental, and vision insurance
- Retirement plan options
- Paid time off and holidays
- Professional development opportunities

Final compensation will be determined based on experience, qualifications, and internal equity.

Work Environment

This is an onsite position located in Denver, Colorado.

Equal Opportunity Statement

Iliff School of Theology is an equal opportunity employer and is committed to fostering a diverse and inclusive community. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, gender identity or expression, sexual orientation,

national origin, age, disability, pregnancy, parental status, marital status, citizenship status, genetic information, veteran status, or any other legally protected status.

Apply

To apply to this position please email your resume and cover letter to humanresources@iliff.edu