



Durena Thompson
Board of Regents Chair

Linda Sue Warner, Ph.D.
College President

**SAN CARLOS APACHE COLLEGE
HUMAN RESOURCES**

1 San Carlos Ave., Bldg. 3
P.O. Box 344

San Carlos, Arizona 85550

Phone: (928) 475-2016 / **Email:** hr@apachecollege.org

VACANCY ANNOUNCEMENT

POSITION TITLE: Marketing Manager

WORK LOCATION: San Carlos Apache College, Main Building in San Carlos, AZ

DEPARTMENT: Office of the President

REPORTS TO: President

EMPLOYMENT STATUS: Regular Full-Time (Exempt)

OPENED: May 13, 2026

DEADLINE: Open until filled

Description: San Carlos Apache College is seeking an experienced Marketing Manager who, under the direct supervision of the President, provides strategic leadership and oversight for the college's marketing, branding, and public awareness efforts. This position develops and implements marketing strategies that support student recruitment, retention, program awareness, and the college's mission in service to tribal students, families, and the broader community. All employees at San Carlos Apache College work to strengthen and practice the Mission of the College, reflected in the ARROW framework (Accountability, Respect, Resilience, Openness, and Wisdom). This position ensures all communications reflect the college's values, culture, and strategic priorities while strengthening trust and visibility among internal and external audiences.

Minimum Qualifications:

- Bachelor's degree in marketing, communications, public relations, business administration, or a closely related field required. **NOTE: Applicant must submit a copy of all college transcripts to meet positive education requirements.**
- One-year marketing experience preferred.
- Current and valid driver's license required.

Essential Functions:

1. Develop and lead comprehensive marketing and communications strategies for college programs, services, events, and initiatives.

2. Promote student recruitment, enrollment growth, and awareness of credit and non-credit offerings through digital, print, social media, email, web, video, and community outreach channels.
3. Manage and strengthen the college brand, ensuring consistent use of logos, messaging, visual identity, and tone across all platforms.
4. Creates press releases and manages distribution within 5 working days following events.
5. Collaborate with college leadership, faculty, staff, student services, and community partners to align marketing with institutional goals.
6. Create culturally responsive messaging that honors tribal values, community relationships, and the college's role in supporting Native student success.
7. Oversee content planning, campaign development, website updates, advertising, public relations, and special event promotion.
8. Analyze marketing performance, audience engagement, and campaign results to guide strategy and improve effectiveness.
9. Provides monthly report to the President on outreach metrics, including social media engagement, distributed press releases, and public service announcements.
10. Develop and manage the marketing budget and ensure efficient use of resources.
11. Coordinate with external vendors, agencies, media contacts, and community partners as needed.
12. Develop purchasing guidelines for of SCAC- branded items.
13. Serve as the primary coordinator for procurement of all SCAC branded items to ensure consistency across departments.
14. Maintains an inventory of SCAC promotional materials; develop distribution tracking procedures, and ensure adequate supply levels are maintained.
15. Research to stay current with similar products or services on the market that align with branding.
16. Obtain competitive bids from vendors while prioritizing procurement from native-owned and small business vendors.
17. Develop and implement comprehensive marketing strategies and manage integrated campaigns across multiple channels.
18. Engage and communicate effectively with diverse communities in a culturally respectful and inclusive manner.
19. Produce clear, compelling written and verbal communications and foster strong interpersonal relationships with internal and external stakeholders.
20. Manage multiple projects simultaneously, establish priorities, meet deadlines, and collaborate effectively with cross-functional teams and stakeholders.
21. Support marketing initiatives within higher education, tribal governments, tribal organizations, or Native-serving institutions.
22. Contribute to student recruitment marketing efforts, enrollment management strategies, and institutional branding initiatives.
23. Utilize marketing analytics tools (e.g., Google Ads, Google Analytics 4), Canva, content management systems, CRM platforms, and digital advertising tools to track performance and optimize campaigns.
24. Performs all other job related activities as assigned or requested.

Work Schedule

Work schedule: Normal work schedule is Monday-Friday 8:00 a.m. – 5:00 p.m.

The applicant may work beyond normal business hours to support college activities and may also be required to work weekends, evenings, and holidays.

Compensation:

\$55,000 to \$75,000

Benefits and Compensation:

We offer competitive pay and an attractive benefits package, including health, dental, and vision coverage, along with a 401(k) plan that includes an employer contribution.

How to Apply:

- Complete San Carlos Apache College application for employment.
- Resume
- Two (2) letters of recommendation dated within the last two years.
- Official Transcripts

Indian Preference:

Preference in hiring and promotion may be given in accordance with the Federal and Tribal Indian Preference Act. If claiming preference, a copy of a “Certificate of Indian Blood” is required (please attach). Subject first to our Indian Preference policy, San Carlos Apache College is an Equal Opportunity Employer (EOE).