

DIRECTOR OF OUTREACH AND STRATEGIC INITIATIVES

ESSENTIAL QUALIFICATIONS

Bachelor's Degree and related experience
Fundraising experience preferred
Outstanding verbal and written communication skills
Excellent interpersonal and organizational skills with strong attention to detail
Proficient using Microsoft Suite applications
Project management skills preferred

DUTIES AND RESPONSIBILITIES

Marketing

- Execute and manage marketing strategies and plans. Design and integrate innovative solutions into the marketing strategies and plans.
- Manage, collaborate, and work with internal (e.g., Admissions) and external partners to ensure flawless execution of marketing plans including budgets and timelines.
- Ensure all brand executions are adhering to brand guidelines.
- Coordinate content for the institution's periodical magazine (Airways) and external publications.
- Oversee updates for all external web pages: M TSA.edu, neuaxiom.com, Facebook, Twitter, Instagram, etc.
- Publish and coordinate social media content.

Continuing Education

- Coordinates the planning, development, implementation, and support of the continuing education programs.
- Develop and implement continuing education offerings.
- Supervise the operational aspects of the continuing education offerings conducted on and off campus in collaboration with the AANA.
- Recruit, select, orient continuing education instructors, and ensure that credentials meet all necessary agency requirements.
- Manage enrollment data of various continuing education offerings.

Community Engagement

- Creates, organizes, manages, and assess all outreach that increases awareness and support for the institution's programs and services.
- Assist in researching, writing, and submitting grant applications in support of the institution's mission.
- Creates and maintains partnerships with community organizations, churches, schools, universities, school districts, and social and human service organizations to engage in various events.

Alumni Relations

- Responsible for planning, implementing, and managing all aspects of our alumni and constituent relations programming and outreach.
- Executes strategies to recruit, cultivate, and engage alumni through events, programs, and services both locally and nationally.
- Plans annual events to strengthen ties with the institution.

Admissions

- Supervise admissions department staff.

ATTENDANCE

Expected to be available during the normal business hours of Middle Tennessee School of Anesthesia, Monday – Thursday, 8:00 am – 6:00 pm.

CONTACT

Please submit your resume to the Human Resources department at HR@mtsa.edu.