

**Stanford Center for Professional Development  
Open position: Associate Director of Marketing**

Are you an experienced marketing professional with a proven track record in developing and executing marketing strategies that bring results? Do you thrive on managing multiple complex projects? The Stanford Center for Professional Development (SCPD) at Stanford University is seeking an Associate Director of Marketing whose individual contributions, management skills, and team leadership will help us achieve our goals to deliver graduate-level education to working professionals online, at Stanford, and at the work site.

The Associate Director of Marketing plans and executes strategies to create awareness among our professional and executive audience that will generate enrollments in a broad portfolio of graduate and professional courses and programs. As the primary marketing liaison to the program management team, s/he must manage multiple projects simultaneously and be prepared to respond quickly and effectively to changing conditions and requirements. This position is responsible for mining and effectively utilizing data from our student registration, customer relationship management system, and other information sources. The success of this position is measured in the achievement of enrollment goals, delivering multiple projects on time and within budget, and ensuring that all marketing activities reflect and reinforce the Stanford University brand.

The successful candidate will hold a master's degree in marketing, business, or communications and have a minimum of five years management experience in the creation and execution of innovative marketing programs where brand protection and lead generation are essential. A focus on continuing higher education for professionals and executives is a plus. We are looking for excellent written and oral communication skills, demonstrated experience with search engine optimization, search engine marketing, digital media elements, mobile marketing, and social networking. The successful candidate must have sufficient systems knowledge (Adobe Photoshop, In Design, CSS, html programming and Flash) to manage the web developer. This position requires attendance at Stanford and some infrequent travel. Finalists will be asked to make a small group presentation. A background check will be conducted on the successful candidate. Apply, including resume and cover letter, for position #39151 at [www.jobs.stanford.edu](http://www.jobs.stanford.edu) Information on the SCPD at <http://scpd.stanford.edu>