

MSU Bookstore, Inc.
Director of Marketing
Revised: 05.24.24

Overview

Incorporated in 1931, Montana State University Bookstore, Inc. (MSU Bookstore), is a student-faculty owned cooperative that serves Montana State University and the surrounding Gallatin Valley.

As a student-faculty owned co-op, the MSU Bookstore seeks to provide the lowest possible pricing on textbooks for our students. This is done through rebating the excess profits of previous years' sales back to our student owners through aggressive textbook discounting. This ongoing mission has allowed us to be a national leader in offering competitive course material prices to our students.

Each employee of MSU Bookstore, Inc. & its subsidiaries is expected to promote an atmosphere of courtesy and respect within the team by demonstrating positive leadership skills that build up the culture of the organization. Some of these skills include such things as collaborative problem-solving, calm, and inclusive speech, and practicing a teamwork mindset over a harsh or authoritative delegation style. It is also a baseline expectation that all MSU Bookstore, Inc. employees celebrate our customers by engaging, advocating for, and contributing to the feeling of acceptance and inclusiveness for all subsidiary customers and employees.

Primary Purpose

Under the direction of the Chief Executive Officer (CEO) and Chief Branding Officer (CBO), the Director of Marketing works diligently to advertise and implement the overall strategic vision of MSU Bookstore, Inc. and its subsidiaries.

Under the direction of the CEO & CBO, the core objective of the Director of Marketing is to create and manage the overall brand strategy in a way that underscores the company's mission and values. This position is a key leadership position within the company and works closely with all departments and subsidiaries.

This position's primary area of responsibility includes the supervision of the marketing department at the MSU Bookstore and all relevant support staff within the organization.

The Director of Marketing reports to the Chief Branding Officer to magnify new products, promotions, and relevant events across all subsidiaries.

Primary Duties

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1. Under the direction of the CBO, the Director of Marketing is responsible for shaping and implementing the ongoing marketing strategy to drive organizational growth through strategic planning and the ongoing analysis of essential metrics.
2. The Director of Marketing takes the lead in crafting all brand messaging to media outlets including print media, digital media, email blasts, and internal platforms.
3. Responsible for the daily management and operations of the MSU Bookstore, Inc Marketing Department, and all relevant support staff.
4. Works closely with the Executive team, Assistant Store Manager, Buyers, and other key personnel to optimize communication between the MSU Bookstore, Inc. and all subsidiaries, stakeholders, and external partners.
5. Prepares and reviews new marketing agreements or contracts with the CBO prior to CEO signing off on them. These include NIL deals and advertising contracts.
6. Utilizes graphic design software to create polished, cohesive branding that highlights the events, products, and services offered through each subsidiary location in line with brand standards.
7. Represents the organization at community events in a professional manner in line with the MSU Bookstore's standards of conduct - including those sponsored by the National Association of College Stores.
8. Analyzes sales numbers in comparison to the marketing metrics to measure analysis of marketing performance.
9. Develops successful strategies and tactics that attract new customers while building customer loyalty.
10. Collaborates with the CBO to make high-level decisions regarding the direction of the company in terms of the brand and overall goals.
11. Under the direction of the CBO creates and manages the Marketing Department budget including store donation allocation and department labor cost.
12. Develops marketing strategies for new products or services that comply with current brand standards.
13. Responsible for crafting scripts used in paid advertising on the radio and in other live media venues.

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14. Takes the lead in the direction, scripting, and development of video content created by, or on behalf of, MSU Bookstore, Inc. and its subsidiaries.
15. Provides oversight to the development and expansion of the Student Brand Ambassador program.
16. Oversees the website, digital materials, print materials, events, and all advertising and promotional channels.
17. Under the direction of the CBO, the Director of Marketing is responsible for developing and implementing all brand strategies for new business acquisitions and partnerships.
18. Seeks feedback from student representatives and other key stakeholders regularly and implements suggestions when appropriate.
19. Demonstrates the ability to provide and receive constructive critique on creative assets.
20. Prioritizes projects based on deadlines and customer needs.
21. Under the direction of the CBO, manages a calendar of communication touchpoints, manages, and participates in the content creation process, and facilitates content deployment across all media channels.
22. Responsible for sourcing models, scheduling and managing photo and video shoots.
23. Under the direction of the CBO, serves as the primary creator of email and SMS marketing content including product information, company updates, and personal engagement opportunities.
24. Analyzes social media and sales analytics through Meta, POS, and other platforms to aid in the development of the marketing plan for digital marketing.
25. Required to stay up to date on pop culture and current trends on relevant social media platforms to provide marketing recommendations to the CBO for ongoing strategic planning.
26. Required to demonstrate a sensitivity toward what is appropriate content for an academic or business account.
27. Regularly research competitors' websites, social media, and other branding communication streams to stay current on similar offering or services in the market.

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28. Work closely with key stakeholders to determine specific marketing needs within their departments to magnify the brand image and its product selection.
29. Under the direction of the CBO, oversees web design and integration of marketing software.
30. Creates high-quality graphics that are consistent with company brand standards.
31. Under the direction of the Chief Wellness Officer creates content and meets other marketing needs designed to recruit new employees, engage with the community on topics related to health and wellness, and celebrate the current Bookstore staff.
32. May operate a cash register to meet customer needs particularly during high-traffic periods such as "RUSH" and at sporting events.
33. Interacts with customers in a friendly and professional manner.
34. Practices strict confidentiality relating to all student (FERPA), employee, customer, Bookstore, University, and financial data.
35. Under the direction of the Chief Wellness Officer, adheres to all policies and procedures related to employee wellness and safety as outlined by OSHA, state & federal laws, and other relevant entities.
36. Performs various general office duties like filing paperwork, answering phone calls, and maintaining workplace cleaning.
37. Maintains knowledge and promotes products and services provided by the Crossing the Divide and its subsidiaries, including Blank Canvas Creative.
38. Regularly utilizes software associated with store operations to manage website content, email blasts, and other functions relevant to the role.
39. Required to participate in annual inventory, seasonal events, stadium shifts, and open/close rotations.
40. Some travel to other worksites or industry events may be required.
41. Other duties as assigned.

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Required Experience:

- Bachelor's degree in Marketing or relevant experience.
- 3-5 years management or director level experience.
- Portfolio of successful marketing campaigns, social media management, event planning, graphic or web design.
- HTML coding experience or willingness to learn.
- Experience with Adobe Illustrator, CANVA PRO, or similar relevant software.
- Strong communication skills, attention to detail, and effective time management skills.
- Demonstrated successful project management skills.
- Experience marketing for retail or higher education brands.
- Demonstrated knowledge of social media as an e-commerce channel

Preferred Experience

- Experience using inventory or POS management systems.
- Experience working in a college bookstore or other high-traffic retail environment.
- Working with a non-profit organization and/or a Board of Directors.

Working Conditions

- May require regularly lifting up to 50 pounds.
- Role requires standing for long periods of time during shift.
- May require working outdoors in inclement weather.
- Requires a variety of repetitive motions including squatting, bending, gripping, and kneeling.
- Regular communication via phone, email, and in-person is required.
- Requires the ability to multi-task in fast-paced retail environment.

Knowledge, Skills and Abilities (KSAs):

- Excellent customer service skills, along with excellent interpersonal, written, phone and e-mail communication skills, including the ability to work with diverse populations.
- Intermediate working skills of word processing, spreadsheets, email, and database applications, typically within the Microsoft Office Suite.
- Detail-oriented with the ability to be flexible, manage multiple tasks and shifting priorities, work under pressure and meet deadlines.
- Ability to work independently, be self-directed and work as a member of a team.

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- Develops positive relationships and a positive image of the store with the campus and the community to best serve the needs of the students, faculty, staff, and community.

Diversity & Inclusion Statement:

Diversity and inclusion are integral to our mission and values. We are committed to fostering a culture where all individuals are valued, respected, and empowered to bring their authentic selves to work. We believe that diversity of experiences, perspectives, and backgrounds strengthens our organization and drives innovation. We are dedicated to creating a workplace that is reflective of the diverse communities we serve, and we actively seek to recruit, develop, and retain talented individuals from all walks of life. Through our affirmative action initiatives, we strive to ensure equal opportunity for all employees and applicants, regardless of race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, veteran status, or any other characteristic protected by law. By embracing diversity and inclusion, we are not only enriching our organization but also contributing to a more equitable and just society.