



Associate Vice President of Marketing

Job Listing

The California Institute of Advanced Management (CIAM) is a WSCUC-accredited, non-profit graduate institution located in Alhambra, California. CIAM delivers a practice-based education inspired by the philosophy of Peter F. Drucker, preparing students to become responsible, globally oriented leaders who are rooted in practice. Our programs emphasize application, integration, and experiential learning across all modalities—including in-person, hybrid (with weekend sessions), and fully asynchronous online courses.

Job Title: Associate Vice President of Marketing (AVP)

Department: Marketing

Type/Status: Full-Time/Exempt

Modality: On-Campus, includes some weekends

JOB SUMMARY

The Associate Vice President of Marketing (AVP) serves as the strategic leader responsible for elevating the visibility and reputation. This role oversees all aspects of marketing, communications, and public relations—driving growth, engagement, and thought leadership in alignment with CIAM's mission as a premier institution for business education.

The AVP will lead integrated marketing, communications, and storytelling initiatives that strengthen CIAM's brand across digital, print, and experiential platforms—reaching prospective students, alumni, faculty, corporate partners, and global audiences.

ESSENTIAL RESPONSIBILITIES

Strategic Leadership

- Develop and execute a comprehensive, data-driven marketing, communications, and public relations strategy aligned with CIAM's strategic goals.
- Position CIAM as a thought leader in innovative, values-driven business education.
- Serve as a key advisor on brand reputation, public perception, and marketing performance.

Marketing & Brand Management

- Lead all brand development and management efforts, ensuring consistency in voice, tone, and visual identity across all channels.
- Oversee digital transformation in marketing, including CRM, social media, marketing automation, and analytics.
- Design and execute multi-channel campaigns that drive enrollment and program awareness.

Communications, Public Relations & Content

- Direct all institutional communications, media relations, and public affairs to build and protect CIAM's reputation.



- Lead proactive public relations initiatives—cultivating media relationships, securing coverage, and managing press inquiries.
- Oversee the creation of compelling content and copywriting for web, advertising, email, newsletters, and storytelling across all media.
- Manage crisis communication, ensuring consistent and timely messaging aligned with institutional values.
- Lead internal communications strategies to strengthen culture, transparency, and engagement among faculty, staff, and students.

Engagement & Outreach

- Collaborate with Admissions to design targeted recruitment campaigns for domestic and international students.
- Strengthen alumni relations through events, newsletters, and digital storytelling initiatives.
- Partner with faculty and the Research Institute to amplify thought leadership, publications, and academic achievements.
- Cultivate relationships with industry leaders, community organizations, and media partners to expand visibility and influence.

Operations & Leadership

- Lead, mentor, and inspire a high-performing marketing team.
- Use analytics and market research to measure campaign effectiveness, refine strategies, and optimize ROI.

Please note the essential job responsibilities are not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the individual for this job. Duties may be modified at any time based on institutional need.

MINIMUM QUALIFICATIONS

- Master's degree in Marketing, Business Administration, or related field (MBA preferred).
- Minimum 10 years of progressive experience in marketing leadership roles, preferably in higher education or professional services.
- Demonstrated success in brand management, public relations, digital marketing, and enrollment growth.
- Expertise in integrated marketing communications, analytics, and emerging marketing technologies.
- Exceptional writing, editing, and storytelling abilities across multiple platforms.
- Strong leadership, collaboration, and interpersonal communication skills.

Preferred Attributes

- Experience in global marketing and international student recruitment.
- Familiarity with trends in business education and executive learning.
- Ability to foster collaboration across academic and administrative units.



California Institute of Advanced Management

CELEBRATING 10 YEARS OF ACADEMIC EXCELLENCE

Human Resources Department

626-350-1500

humanresources@ciam.edu

www.ciam.edu

BENEFIT SUMMARY

Salary will be commensurate with experience and internal equity. Benefits include a comprehensive health and wellness plan, a tuition remission program for employee, spouse, and dependent children, a 401K retirement plan, and a personal time off (PTO) plan. Employment is contingent upon successful completion and clearance of a background check and employment verification.

ANNUAL SAFETY AND SECURITY REPORT

CIAM's Annual Safety and Security Report 2022-2024 report is available to you. This report is required by federal law and contains policy statements and crime statistics for the school. The policy statements address the school's policies, procedures, and programs concerning safety and security, for example, policies for responding to emergencies and sexual offenses. Three years' worth of statistics are included for certain types of crimes that were reported to have occurred on campus, in or on off-campus buildings or property owned or controlled by the school, and on public property within or immediately adjacent to the campus. [This report is available online.](#) You may also request a paper copy from the Student Services/ Title IX office.

SALARY RANGE

\$100,000 to \$120,000 annually