

Sam Houston State University Human Resources

Staff Classification Description – Assistant Vice President of Marketing and Branding for Advancement and Athletics

Skill Category: Executive/Administrative

Position (Employee) Class: 1M140 (E1)

Grade: NC

Date: 08/2023

Department: Division of Integrated Marketing and Communications

Educational & Experience Requirement: Master's degree in a related field. Five years of professional experience in marketing, communications, public relations, or experience in a related field with at least four years in a management or supervisory role. Experience in a state institution of higher education is desirable. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.

Nature & Purpose of Position: Management of SHSU's brand and marketing communications for the athletic and advancement divisions. Leads the public presence of the university through visual, written, and oral communications, marketing, and branding efforts. Collaborate with Marketing and Communications team members, University Athletic Department, the Advancement division, and other areas on campus to enhance the university's visibility through paid, earned, and owned media channels. Manages all athletic and advancement projects. Manages IMC division when CMO is away.

Supervision Given & Received: Direct supervision to assigned support staff and/or student employees. Receives minimum supervision from the Chief Marketing Officer.

Primary Responsibilities: Responsible for strategy and project management for the areas of athletics and advancement. Serves as primary liaison connecting Integrated Marketing Communications with our athletic and advancement partners. Provides strategic management for these areas and works closely with other IMC units for creation of content, including video, print, web, social media, and paid media. Helps provide strategic guidance to all campus constituents as needed and is an important advisor at all levels of campus. Project leadership and management, working with external/internal cross functional teams. Leads the IMC division in the absence of the CMO. Strategic content creator focused on athletics and advancement divisions. Pursues, examines, and elevates high-quality content and stories. Serves in a leadership role for athletic and advancement communication initiatives with a focus on the coordination of marketing campaigns for our athletic programs and our advancement initiatives; coordinates and manages these relationships to build buy-in to create a best practices model for telling the university stories in cross-channel, effective communications to a wide variety of audiences. Develops the university brand and administers communications strategies in line with the university's strategic priorities and branding initiatives. Proven expertise as both a strategic thinker and a project manager with a keen ability to synchronize the two. Intellectual horsepower to drive and reward new ideas and calculated risk-taking. Proven success in managing, motivating, and supporting creative people and building a cohesive marketing unit with the CMO. Experience with identifying talent, building teams, and recommending appropriate staffing models to support overall goals and objectives. Ability to work at a very high level with leadership across the university on academic and non-academic efforts. Effective leader, who is adept at managing change, can build strong relationships with people from various areas of the university and inspire those outside their direct sphere of control. Team player with the ability to work collaboratively with others, good listener. Someone who has high energy/drive and a relentlessly positive attitude. A catalyst for change who is willing to challenge the status quo and has well-thought-out recommendations and ideas. Demonstrated success in relevant leadership roles in marketing required; experience in a major media market is a plus. Experience working with communications teams and/or departments supporting unified brand messaging. Demonstrated ability to develop and implement innovative marketing techniques in an environment in which budgets are constrained. Ability to make informed decisions and get measurable results. Capability to be forward-looking and eager to try new or groundbreaking strategies. Performs other related duties as assigned.

Other Specifications: Experience with strategic planning, creative development, brand management, advertising, digital/social media marketing, website, graphic design, marketing collateral management, print production, media relations, public relations, event management, and lead generation is necessary. Excellent written and verbal communication capabilities. Working knowledge of AP style guidelines. Relationship building, motivational and team skills. Ability to utilize electronic media in communication efforts. Works closely with athletic department, advancement division and university administrative units to achieve brand and reputational objectives. The ability to work collaboratively with people in different disciplines is required. Must be effective in interpersonal, speaking and written communication skills. Must be effective in computer and related technology skills. Involved with important contacts such as but not necessarily limited to administration, Deans, Vice Presidents, Faculty, Committees, Texas Higher Education Coordinating Board, State, Regional and National agencies and organizations. This position may be designated as a Campus Security Authority (CSA).

This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.

Sam Houston State University is an at will employer and drug free/smoke free workplace. All positions at Sam Houston State University are considered security sensitive requiring background checks in accordance with education code 51.215, and drug testing as required by D.O.T. for safety sensitive positions. The pay grade range is inclusive of social security benefit replacement pay.

Sam Houston State University is Committed to Equal Opportunity in Employment and Education.