

Sam Houston State University Human Resources

Staff Classification Description – Chief Marketing & Public Information Officer

Skill Category: Executive/Administrative

Position (Employee) Class: 1M140 (E1)

Grade: NC

Date: 08/2023

Department: Division of Integrated Marketing and Communications

Educational & Experience Requirement: Bachelor's degree required. Master's degree in relevant discipline preferred. Ten plus years of demonstrated success and subject matter expertise in brand strategy, brand marketing, media relations, communications, publications, and campaign execution.

Nature & Purpose of Position: Leads the University's marketing and communication efforts. Assists the President and President's Cabinet in providing expertise and leadership on university marketing and communication strategies and execution.

Supervision Given & Received: Reports to the President and oversees centralized marketing efforts as well as those imbedded in campus operations.

Primary Responsibilities: Member of the President's Cabinet. Serves as the University's Chief Marketing and Communications Officer, supporting the President and University on matters of strategy, tactical and operational communications. Develops and continually expands a broad knowledge and thorough understanding of the market trends and forces shaping the brand; drives the planning and implementation of a comprehensive strategic marketing and communications plan for the University that will enhance the University's position within its market and beyond. Provides strategic support to integrate marketing efforts, unify messaging, and advance the University's image. Serves as leader, adviser, and enabler for enhanced marketing and communications initiatives based on research and other data. Develops and makes the case for the marketing investment and budget; develops and establishes measurement standards for all marketing and communication activities including financial goals; measures and reports return on investment. Develops a robust digital strategy that deepens the University's engagement with priority audiences. Evaluates and advances existing digital and web initiatives. Provides central leadership for the University's website and ongoing support to build relationships among marketing, academic, administrative and technology departments. Performs other duties and projects as assigned by the President.

Other Specifications: Position requires comprehensive knowledge and understanding of branding, marketing, digital marketing and communication, the higher education environment and funding, university structure, institutional policies and procedures. Must possess and demonstrate leadership, professionalism, confidentiality, organization, prioritization, and the ability to create and maintain interpersonal connections, and garner respect and confidence of colleagues through listening, learning, and forging working relationships and synergies with internal and external constituencies. 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.