

Sam Houston State University Human Resources

Staff Classification Description – Associate Vice President for Marketing & Communications

Skill Category: Administrative
Position (Employee) Class: 1M130 (E1)
Grade: NC
Date: 11/2011

Department: University Advancement

Educational & Experience Requirement: Bachelor's Degree and seven years of related experience with at least two years experience in higher education. Experience in supervising and leading marketing activities, to include advertising, public relations, market research, communications, web services, editing/publishing, and management of print production. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.

Nature & Purpose of Position: Provide vision, leadership, policy development, and management for an integrated marketing and communications program to promote and advance the University's mission and priorities. Work collaboratively and effectively within the division and campus-wide to develop and implement a comprehensive marketing and communications program to tell the University's story and enhance its image and academic structure.

Supervision Given & Received: Supervise professional staff and receive general parameters with which to operate from Vice President for University Advancement.

Primary Responsibilities: Lead the development and implantation of an annual plan to strategically market the University both internally to students, faculty and staff and externally to prospective students and their parents, alumni, friends, and influential leaders, to include an ongoing Image Campaign. Work closely with the communications staff to design a plan to effectively convey the University's story to governmental officials, constituents, and local, state and national media. Serve in an advisory capacity for the planning and execution of major and special events and activities that will create a favorable image of the University. Performs other related duties as assigned.

Other Specifications: Exceptional written, oral, interpersonal and organizational skills required, as well as the ability to view near-and long-term goals simultaneously. Must be able to communicate positively. Important contacts with university staff, deans, department heads, and the President.

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. This position is security-sensitive and thereby subject to the provisions of the Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. 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.