

**SAM HOUSTON STATE UNIVERSITY
STAFF JOB CLASSIFICATION DESCRIPTION**

TITLE: Associate Vice President for Marketing & Communications

EEO CATEGORY: Administrative

JOB NUMBER: 9-1608

STATUS & GRADE: E-NC

DATE: 07/2010

DEPARTMENT: University Advancement

EDUCATION & EXPERIENCE REQUIREMENTS: Bachelor's Degree and seven (7) years of related experience with at least two (2) 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. Or a combination of education, experience, and training that would produce the required knowledge and abilities.

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. THE ESSENTIAL ELEMENTS OF THE JOB MAY VARY ACCORDING TO WORK UNITS AND ARE IDENTIFIED BY THE RESPECTIVE DEPARTMENT FOR VACANCY NOTICES. ANY QUALIFICATIONS TO BE CONSIDERED AS EQUIVALENTS IN LIEU OF STATED MINIMUMS REQUIRE THE PRIOR APPROVAL OF THE DIRECTOR OF HUMAN RESOURCES. SAM HOUSTON STATE UNIVERSITY IS AN "AT WILL" EMPLOYER. DRUG FREE/SMOKE FREE WORKPLACE. SECURITY SENSITIVE IN ACCORDANCE WITH EDUCATION CODE 51.215. DRUG TESTING AS REQUIRED BY D.O.T. FOR SAFETY SENSITIVE POSITIONS. PAY GRADE RANGE IS INCLUSIVE OF SOCIAL SECURITY BENEFIT REPLACEMENT PAY.