

POSITION DESCRIPTION

TITLE: Assistant Vice President of Integrated Marketing and Communications - (Exempt)

Collective Bargaining - Ineligible - Managerial

Definition - The Board approved definition of a managerial employee is an employee who is engaged predominantly in executive and management functions of the College or who is designated with the responsibility of directing the implementation of management policies and practices and who customarily and regularly exercises discretion and independent judgment in directing the implementation of management policies and practices.

This is a management position. The incumbent is accountable for supporting the mission, goals, and objectives of the College and is expected to administer the policies and procedures defined in the Employee Handbook as approved by the President and the Board of Trustees.

JOB SUMMARY:

Reporting to the Vice President for Institutional Advancement (IA), the assistant vice president creates a unified and proactive communications agenda aimed at positioning St. Mary's College of Maryland favorably in the marketplace and assisting the College in reaching key strategic goals. The successful candidate thrives in a fast-paced environment and is highly collaborative, overseeing brand and crisis management and ensuring key messages are delivered and received by relevant audiences. The position will leverage tools and platforms to amplify the College's National Honors College brand by spearheading and executing reputation-building and strategic communication plans. The assistant vice president oversees the integrated marketing team that includes web, design, content development, print, media relations and social media. Of importance, the assistant vice president develops messaging to attract students, engage alumni and donors, and raise the academic public presence of St. Mary's College of Maryland.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Responsible for following and applying the policies and procedures as defined in the Memorandum of Understanding (MOU) and/or the employee handbook.
- Creates, in conjunction with the Vice President for Institutional Advancement, a yearly integrated marketing plan with metrics that aligns with the strategic needs and branding of St. Mary's College of Maryland. The plan will address both external and internal communications needs and will aim to enhance the College's reputation, presence and name recognition.
- Partners with enrollment management for the development and implementation of marketing assets to assist in achieving its funnel goals; collaborates with the vice presidents and staff in the respective units to develop appropriate budgets aligned with needs.

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- Directs the College's brand architecture and visual identity to ensure a unified brand presence across all campus communications, marketing channels and platforms; ensures messaging and branding are impactful, accurate and timely and speak with a consistent voice.
- Supervises the following areas: web services, publications, content development, design, social media and media relations.
- Coordinates yearly digital marketing with external vendors and augments digital marketing as needed.
- Creates and implements integrated marketing plans for the College's high-profile events.
- Oversees the creation and production of video assets, including organizing film shoots with external vendors; oversees storyboarding, script development, logistics and editing.
- Drafts, collaborates, and/or advises on high-level College communications and issues management projects. May prepare and write and/or design executive level informative materials, statements, briefings, presentations, scripts, speeches, releases and other communications necessary to assist the President as well as other senior executives.
- Serves as the point of contact for College Public Information Act requests.
- Manages crisis communications during emergencies; serves as a member of the College's crisis response team
- Oversees media inquiries and responses and serves as the College's spokesperson.
- Generates gainful media coverage both paid and earned; leads staff in maintaining strong relationships with journalists and outlets relevant to the College; audits-media trends to keep abreast of the education sector as well as "hot button" issues.
- Develops and manages, in conjunction with the Vice President for Institutional Advancement, the unit's budget.
- Manages the marketing and public relations budgets; manages relationships with communications-related vendors or consultants.
- Assists the Vice President for Institutional Advancement build and maintain collaborative relationships with external partners to amplify the impact of outreach activities.
- Assesses the effectiveness of marketing initiatives and campaigns using key performance indicators and metrics, regularly reporting to the VP of IA to help make data-informed recommendations and decisions; adjusts strategies and tactics as warranted.
- Engages with the Vice President for Institutional Advancement in a pattern of professional development activities to build continual awareness of best practices and trends.

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MINIMUM QUALIFICATIONS:

- Education: Bachelor's degree in marketing, communications or related field; master's degree preferred.
- Experience: Minimum of 7 years of increasingly responsible marketing and communications experience; direct experience in higher education a plus.
- Demonstrable and substantial experience in developing and executing multichannel marketing campaigns that achieved goals.
- Highly effective communicator with ability to deliver creative content to diverse audiences; experience as a spokesperson a plus.
- Experience optimizing content for websites, social media, landing pages and advertisements.
- Must be an exceptional writer and editor.
- Specialized media knowledge and experience across channels, with a strong emphasis on digital and media relations.
- Strong interpersonal and organizational skills to work effectively with diverse internal and external populations
- Hands-on experience in successfully creating and executing video content.
- Successful supervisory experience in leading and managing staff in order to collaboratively meet goals.
- Demonstrated experience in using metrics to inform decision-making.
- Proven budgeting experience and planning; experience in dealing with vendors and managing contracts.
- Availability to travel and work outside of standard office hours when necessary.
- High level of integrity, sound judgment and trustworthiness.
- Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.