JOB DESCRIPTION

TITLE

Associate Vice President for Marketing and Communications, CMCO

JOB SUMMARY

Leads the institution in a University-wide exercise to develop the next generation Texas Woman’s University brand; spearhead comprehensive, strategic marketing and communications plans and programs that deliver a strengthened TWU position in the marketplace, supports a strong foundation for enrollment growth and increased fundraising success. The Chief Marketing & Communications Officer (CMCO) will be part of the leadership team of the Chancellor & President, and sits on the Cabinet. Work is performed under administrative supervision of the Chancellor & President with broad latitude for independent judgment and initiative with evaluation based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Chancellor & President

Supervises: Marketing and Communications Staff

ESSENTIAL DUTIES - May include, but not limited to the following:

- Develops a broad knowledge and thorough understanding of the market trends and forces shaping the TWU brand and drive the planning and implementation of a comprehensive strategic marketing plan for the University.
- While developing an umbrella brand platform, provides for appropriate differentiation among the various academic programs, colleges and campuses.
- Takes an engaged approach to building, coaching, mentoring and guiding the team in an effort to increase the capabilities and improve the effectiveness of this group; aggressively evaluate the structure, resources and capabilities to provide a proactive, client-focused resource for the University.
• Provides strategic support and collaboration to integrate marketing efforts, unify messaging, and advance the University's image. Serves as leader, advisor, and enabler for enhanced marketing and communications initiatives.

• In partnership with University leadership, develops and manages the marketing and communications budget for maximum efficiency and effectiveness in achieving institutional objectives, including office budgets, staffing, equipment requests, office procedures, and other managerial responsibilities.

• Devises metrics to determine the effectiveness of marketing and communications approaches. In partnership with University leadership, directs the communication architecture and messaging and establish policies and standards for the University's printed publications, websites, official trademarks, logos and other media as well.

• 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 redesign of the University’s website and provide ongoing support to build relationships between these two departments.

• Identifies key marketing opportunities for the University and makes informed recommendations, based on research and other data, regarding marketing strategy and opportunities; initiates and implements marketing strategies that address the opportunities.

• Develops and implements a local and national proactive media relations and issues management strategy to advance Texas Woman’s University’s visibility and standing.

• Develops a comprehensive crisis communications plan and manages crisis communications response efforts to minimize potentially negative consequences and to ensure accurate portrayal of University actions.

• Institutes a University-wide marketing and communications council made up of campus-wide representatives to ensure consistency of messaging and brand integration across key areas. As a champion for the brand, influences and leads the council to foster exchange of best practices across the campus.

• Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

**ADDITIONAL DUTIES**

Performs other duties as requested.

**EDUCATION**

Bachelor’s degree in a relevant field required. Master’s degree preferred.
EXPERIENCE

Five years progressively responsible administrative and managerial experience in communications, marketing, public relations or related field. Previous experience in higher education preferred.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Ability to plan, direct, and evaluate a complex operation, using human resources, time, funds, and other resources for the accomplishment of long-term and short-term goals of the institution.
- Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
- Ability to provide administrative guidance within area of responsibility, providing direct training and supervision as needed.
- Ability to apply budgetary and fiscal planning techniques within financial constraints.
- Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.
- Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.
- Ability to communicate effectively - orally, by phone, in person, and in writing.
- Must have the ability to make effective and persuasive speeches and presentations on controversial or complex topics to the Board and the university community.
- Technology proficient and fluency with social media tools.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.
WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: ________________________ Date: ________________

Employee Printed Name: ________________________

Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman’s University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran’s status, or against qualified disabled persons.

All positions at Texas Woman’s University are deemed security sensitive requiring background checks.