

JOB INFORMATION

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|-------------------------|--|
| Effective Date | 7/21/2022 |
| Job Code: | 0480 |
| Job Title: | AVP, Marketing/Communications |
| Salary Grade/Structure: | 070 - Admin-Professional |
| Career Level Name: | E1 - First Level Executive |
| FLSA Name: | Exempt |
| EEO Code: | 10-Exec, Admin, Mgmt |
| Job Function: | Marketing & Communications |
| Job Family: | Marketing & Communications |
| Job Summary | Reporting to the Vice President for University Advancement, the Assistant Vice President for Marketing and Communication (IASVP) at the University of Houston-Clear Lake (UHCL) is responsible for the strategic and annual planning, associated metrics regarding external and internal advertising, direct and online marketing, supporting strategic enrollment initiatives, branding, printed materials, public relations activities, etc. of the university's mission, vision and strategic plan. Primary responsibilities include daily leadership and management of the marketing and communications team and active collaboration with internal and external constituencies to effectively promote, monitor and evaluate marketing, branding, and communications strategic practices. Additional responsibilities include ensuring resources are utilized to have efficient and effective impact in alignment with institutional planning and goals as they relate to recruitment, retention of students, faculty and staff; and promoting relationships with alumni, donors, business leaders and community partners. The Assistant Vice President will align all staff duties with University and Divisional level Strategic Objectives and Initiatives. |

COMPETENCIES

Competencies

Please refer to the [UHCL Human Resources webpage](#) for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

| Education Level | Education Details | Required/Preferred | |
|-------------------|---|--------------------|--|
| Bachelor's Degree | Degree in Marketing, Communications or a related field from a regionally accredited university. | Required | |
| Master's Degree | Degree in Marketing, Communications or a related field from a regionally accredited university. | Preferred | |

Work Experience

| Experience | Experience Details | Required/ Preferred | |
|-----------------|---|------------------------|--|
| Progressive | Progressive experience in marketing, communications and strategic planning in higher education, nonprofit organizations or large corporations. | Required | |
| Progressive | Progressive experience in advanced marketing and communication with emphasis on strategic planning and implementation in higher education. Working knowledge of academic and administrative programs and organizational structures; current issues; trends; and best practices within higher education. | Preferred | |
| Progressive | Experience with development of training in a crisis communication component within institutional emergency management planning. | Preferred | |
| Less than 3 yrs | Fluency in Spanish as UHCL is a Hispanic Serving Institution. | Preferred | |

Licenses and Certifications

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/ Preferred | |
|-------------------------|--------------------------------|------------|------------------------|--|
| | | | | |

Knowledge, Skills and Abilities

| KSAs | Proficiency |
|--|-------------|
| • Knowledge of and skills in relevant brand management and strategy for higher education and/or related fields. | Proficient |
| • Proficiency in computer programs, such as Microsoft Office, Adobe Suite, and publishing applications. | Proficient |
| • Excellent and nuanced writing ability and range. Strong interpersonal skills and persuasive presentation and public speaking skills. | Proficient |
| • Strong leadership skills and history of managing teams. | Proficient |

JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

Essential Functions

| Essential Function | % TIME |
|--|--------|
| • Lead strategic plan for marketing, communication, advertising and promotion efforts to ensure that all messages emanating from the university are accurate, consistent and present a coherent image of the institution and external partners. In collaboration with university colleges and departments, research, create, execute and assess integrated marketing plans to support student and faculty/staff recruitment and alumni and key stakeholder engagement. | 30% |
| • Develop, implement, manage and assess branding activity in relation to institutional strategic plan to ensure continuous/evolving positioning for prospective and continuing students and constituents/partners. | 20% |
| • Lead the development, execution and refinement of the university's interactive and social media program and supervise the development and deployment of web/social media sites aimed at enhancing the university's brand, reputation, and visibility. | 15% |
| • Develop, foster and advance effective and collaborative relationships with local, state and national media, government and community leaders, key stakeholders, and business and foundation leaders to drive the University's brand, highlight philanthropic opportunities, and positively influence perceptions and the decisions of external partners. | 15% |

Essential Functions

| Essential Function | % TIME |
|--|--------|
| • Assess departmental capabilities and deficiencies and identify opportunities for professional development that will properly align the current and future marketing and communication needs with staff strengths and capabilities. | 10% |
| • Ensure the Marketing and Communications team as well as the work produced by the department is representative and inclusive of the diverse communities served by the university. | 5% |
| • Other related duties as assigned. | 5% |

PRE-EMPLOYMENT

| | |
|--------------------------|-----|
| MVR: | Yes |
| Criminal History: | Yes |
| Physical Exam: | No |
| Hearing Exam: | No |
| Pulmonary Function Test: | No |

PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

Physical Demands

| Physical Demand | N/A | Rarely | Occasionally | Frequently | Constantly | Weight |
|----------------------------|-----|--------|--------------|------------|------------|--------|
| Standing | | | X | | | |
| Walking | | | X | | | |
| Sitting | | | | | X | |
| Lifting | | X | | | | |
| Carrying | | X | | | | |
| Pushing | | X | | | | |
| Pulling | | X | | | | |
| Climbing | | X | | | | |
| Balancing | | X | | | | |
| Stooping | | X | | | | |
| Kneeling | | X | | | | |
| Crouching | | X | | | | |
| Crawling | | X | | | | |
| Reaching | | X | | | | |
| Handling | | | X | | | |
| Grasping | | | X | | | |
| Feeling | | X | | | | |
| Talking | | | | | X | |
| Hearing | | | | | X | |
| Repetitive Motions | | | | X | | |
| Eye/Hand/Foot Coordination | | | | X | | |

Working Environment

| Working Condition | N/A | Rarely | Occasionally | Frequently | Constantly |
|-------------------|-----|--------|--------------|------------|------------|
| Extreme cold | | X | | | |

Working Environment

| Working Condition | N/A | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-----|--------|--------------|------------|------------|
| Extreme heat | | X | | | |
| Humidity | | X | | | |
| Wet | | X | | | |
| Noise | | | X | | |
| Hazards | | X | | | |
| Temperature Change | | X | | | |
| Atmospheric Conditions | | X | | | |
| Vibration | | X | | | |

Travel Requirements

| Estimated Amount | Brief Description |
|------------------|-------------------|
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