TITLE OF POSITION: Executive Vice President for Marketing and Communications
CLASSIFICATION: Executive
STATUS: Full-time, Exempt
Compensation: Commensurate with experience and qualifications
DEPARTMENT: Executive Office
LOCATION: Grand Rapids
IMMEDIATE SUPERVISOR: President

GENERAL DESCRIPTION:
The Executive Vice President for Marketing and Communications is a member of the President’s Leadership Team responsible for the development and implementation of strategic plans for marketing, communications, branding and public policy activity for the University. Key success factors include the development of highly effective on-trend marketing and communications strategies addressing key internal and external stakeholder audiences, including prospective and current students, faculty and staff, alumni, donors, business and community leaders, government officials, news media, and others.

The Executive Vice President represents and promotes the University, increasing its visibility and supporting the institution’s mission, vision, values and goals. This executive position provides strategic direction and coordination for marketing, communications and public policy. Responsibilities are performed in coordination with members of the President’s Leadership Team and Cabinet and other stakeholders to ensure consistency and coordination of efforts. These responsibilities are performed in an ethical manner consistent with the University’s mission, vision and values.

RESPONSIBILITIES:
1. Provides strategic vision and leadership for the University’s marketing, communications and public policy.
2. Develops and implements a comprehensive, strategic, University-wide plan for marketing, branding, communication and public policy to achieve University objectives.
3. Leads and directs the marketing, communication and public policy team and coordinates the strategies and tactics with all University departments.
4. Develops and implements strategies for the University’s website and social media presence to achieve goals and targets.
5. Integrates strategies with the Customer Relationship Management (CRM) system that supports sales, marketing and communication objectives.
6. Establishes relevant internal and external success metrics, tracks progress, and measures ROI.
7. Serves as the University’s brand manager with the responsibility of positioning the University in the market, determining target audiences, and maintaining the desired reputation.
8. Serves as an effective senior advisor to the President on all matters related to marketing, communications, and public policy.
9. Engages the community in university programs and activities that will provide improvement in the University’s and the community’s social and economic welfare.
10. Oversees the development, implementation and production of internal and external communications, including: newsletters, magazines, press releases, videos and websites.
11. Provides leadership to accomplish self-initiated special projects or special projects identified by the President or members of the President’s Cabinet.
12. Works closely with all functional and campus leaders to integrate and coordinate activities.
13. Creates an inclusive work environment, motivating staff and cultivating productive, collaborative relationships with all constituents.
14. Partners with University leadership to generate innovative ideas and solutions that engage stakeholders.
15. Manages related budgets to achieve outcomes within the budget.
16. Contributes to the overall success of the University by performing all other duties as assigned.

QUALIFICATIONS:
1. Bachelor’s degree in marketing or a related field. Master’s degree preferred.
2. Minimum of 10 years successful marketing and communication experience.
3. Minimum of 5 years successful senior management experience with demonstrated accomplishments and competencies in strategic leadership and strategic plan development.
4. Demonstrated successful experience and competencies with the various and trending types of marketing and communication tools available, and appropriate utilization based upon the organization’s needs, capabilities, reach constraints, cost, and effectiveness.
5. Demonstrated positive organizational skills.
6. Demonstrated ability to set strategy, effectively plan, develop goals, meet deadlines, and accomplish goals.
7. Demonstrated ability to work accurately and effectively with electronic information systems.
8. Demonstrated ability to work effectively with people of diverse backgrounds and promote a positive working environment, spirit of cooperation and positive reactions to change and conflict resolution.
9. Demonstrated excellent interpersonal, communication and presentation skills, both written and oral, which transcend diverse audiences.
10. Demonstrated ability to communicate effectively and relate well to students, parents, faculty, staff, and others while maintaining appropriate confidentiality.
11. Demonstrated high level of motivation and solution orientation with a high degree of integrity, ethics, and dedication to the mission, vision and values of the University.
12. Demonstrated positive working relationships with business and community leaders.
13. Strong, in-depth knowledge of the metropolitan Detroit marketplace, as well as its higher education needs and strategies for highly effective marketing, promotion, and brand awareness building within that market highly preferred.
ENVIRONMENTAL FACTORS:
Business office environment. Prolonged sitting and standing. Use of personal computer and telephone (eye and hand strain). Extensive travel between locations required, with occasional overnight stays. No regular lifting requirements, occasional lifting up to 20 pounds.

I agree to perform the above listed responsibilities:

________________________________________________________________________
Print Name

________________________________________________________________________
Signature

_____/_____/_____
Date

DAVENPORT UNIVERSITY IS AN EQUAL OPPORTUNITY EMPLOYER