The Role of the Executive Vice President for Marketing and Communications

Summary of Position

The EVP for Marketing and Communications is responsible for increasing awareness and understanding of Davenport University with key internal and external audiences to achieve strategic objectives for growth, enrollment and support. These responsibilities are performed in an ethical manner consistent with the University’s mission, vision, and values.

Organizational Structure

The EVP for Marketing and Communications reports directly to the President of Davenport University and is a member of the President’s Leadership Team, which includes other Executive Vice Presidents leading various functions. The EVP for Marketing and Communications works in close partnership with other members of the Leadership Team and the President’s Cabinet to shape the University’s overall strategic approach and meet organizational objectives as approved by the Board of Trustees. The EVP for Marketing and Communications leads the efforts of the Marketing and Communications Departments.

Strategic Accountabilities

Own the Strategic Vision for Marketing and Communications.

Responsible for creating a forward looking strategic vision for the marketing and communications function that will serve the long term interests and direction of Davenport University.

Organizational Outreach and Partnership

Foster strong relationships with departmental heads to deliver effective pro-active marketing solutions which will meet their functional or department needs.

Partner with the EVP Enrollment to gain alignment on strategies, plans and be the co-owner of enrollment results.

Data Driven Culture

Implement process to leverage insight and data to help formulate strategies. Create metrics to evaluate ROI performance of marketing investments and a dashboard to present the information to the President, Executive Leadership team and Board.
**Brand Excellence**

Enhance the Davenport Brand to better intersect demand and the organizational vision. Create a culture of brand continuity in all external and internal marketing and communications.

**Communication and Public Relations**

Insure impactful and responsive communications and public relations strategies that support the vision of the organization.

**Organizational Leadership Excellence**

Demonstrate inclusive leadership excellence with regard to staff management and development, process improvement, project management, transparency and budget management.

**Community Engagement and Government Affairs**

Partner with the President and Executive team to optimize involvement and exposure in the community. Develop a strategy for Government Affairs that leads to developing a “voice” for Davenport University within that arena.

**Duties and Responsibilities:**

- Serve as an effective senior advisor to the President on all matters related to marketing, communications and public policy.
- Devise and implement creative and impactful strategies to effectively support the University’s marketing and communication vision.
- Develop a forward looking Digital Marketing strategy utilizing the latest technology and focused on the right mix of each digital medium. Increase the focus on social media, mobile technology, web utilization and other forms of inbound marketing.
- Create a Marketing Dashboard establishing internal and external success metrics, as well as tracking and measuring ROI.
- Ensure communication elements are in place to effectively connect, educate and inform all internal and external constituent groups.
- Develop a crisis communications management plan to quickly deliver information and to protect the reputation of the University.
- Proactively work with department leaders to effectively deliver marketing services to internal client groups.
- Develop organizational awareness of the distinct competitive advantage of Davenport University.
- Develop a strong understanding of the University market landscape and the competitive challenges facing Davenport University.
- Develop strong media relationships in connection with a public relations strategy and vision.
- Determine the right advertising strategy and oversee the management of external partners involved in the execution.
• Oversee the strategy around development and production of internal and external collateral marketing pieces including; newsletters, brochures, advertisements, press releases, speeches etc.
• Ensure brand consistency for all print and digital marketing as well as all internal and external communication.
• Develop and execute a government affairs and advocacy strategy.
• Manage expenses to budget optimizing the resources of Davenport University.
• Hire, coach, mentor and develop a high performing marketing and communications team.
• Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities and conduct performance appraisals.
• Ensure effective process improvement, project management and quality practices are taking place in the department.
• Help support the President driving community involvement throughout the organization.

DESIRED ATTRIBUTES
Creative, forward looking, strategic thinker
Highly goal oriented
Clear and confident communicator
Proactive, genuine, authentic, resilient leader
Highly intelligent, continuous learner
Change agent
Data driven
Decisive, ownership mentality
Hands-on ability to drive the day to day organizational functions
Strong technological orientation

QUALIFICATIONS
• 10 - 15+ years of progressive marketing experience, culminating in a comparable level role.
• Broad, in depth understanding of a range of marketing functions and channels.
• Experience within a progressive and forward looking organization along with a track record of bold leadership.
• Demonstrated experience utilizing insight and data to drive decisions and evaluate performance.
• Strong digital marketing background including new media (social media, SEO, inbound marketing, etc.)
• Proven skills in brand development and brand management.
• Exceptional verbal and written communication skills.
• Strong leadership and organization management skills.
• Ability to communicate across diverse groups and constituents.
• Advocacy and government affairs experience preferred.
• Experience with diverse geographic markets. (Exposure to SE Michigan a plus.)
• Bachelor’s degree required. Advance degree in marketing preferred.