

Associate Vice President of Communications and Marketing

Job Description

Position Information

Position Title	Associate Vice President of Communications and Marketing
Position Number	COMMADMN03*6364
Department	Communications
Reports to (Title)	Vice-President for Communications and Marketing
Seated Employee	

Employee First Name

Employee Last Name

Job Summary

In three to five sentences, please briefly describe the job's primary purpose to the department.

Job Summary

The Associate Vice President leads a highly collaborative team of communications and marketing professionals in creating, leading and executing Grinnell College's brand (visual and voice) and content strategy to support Grinnell's mission and achieve its strategic priorities. The AVP will supervise the Director of Internal Communications and Director of Digital Strategy as well as the creative team of writers, designers and visual communicators to steward the College's brand and manage the institutional content strategy and calendar. In this leadership role, the AVP will:

Oversee and develop marketing and communications strategies based on a shared understanding of brand positioning, visual presentation, voice, objectives, audiences, and communications channels.

Lead the communications and marketing teams and other campus communicators and external relations professionals in initiatives that increase the awareness, consideration, and impact of the Grinnell College brand.

Oversee strategy for and execution against the College's annual content strategy and calendar.

Support directors and campus partners to develop strategies supporting College-wide initiatives including Enrollment, Development, Alumni and Community relations.

In collaboration with the Director of Digital Strategy, refine, manage, report and adjust brand and initiative-level Key Performance Indicators (KPIs)

Identify and create professional development plans for both direct reports and for campus communications and marketing staff more broadly.

Oversee OCM's departmental operations including prioritizing and coordinating projects, ensuring successful communications with on-campus partners, and supervise administrative staff. The AVP will also assist with budget management in coordination with the Vice President and assist with the creation of reports, summaries, and metrics

for the President, Trustees, and other Senior Leadership.

May be asked to fill positions considered essential during weather or other campus emergencies or other events requiring special staffing.

Position Summary Information

Select the level of education needed to successfully accomplish the essential duties of this job.	Bachelor's degree from four-year college or university
If a specific degree, certification, license, or registration is necessary, please list.	n/a
Select the level of experience needed to successfully start the position and accomplish the essential duties of this job.	Seven years or more
Preferred Qualifications	B.A. in Communications, English, Marketing, Development or related fields. MA, MBA or MPA preferred. Experience in Higher Education preferred. Direct experience in content strategy, execution and metrics across multiple channels. Understanding of brand positioning and metrics related to brand strength.
FLSA Category	Exempt
Staff/Faculty	Staff
Employment Status	Full-Time
Employment Category	Regular
Essential Staff (emergency situations)?	No
On-Call?	

Essential Responsibilities

List the job's most important responsibilities. There are probably no more than six of these. Also indicate the approximate percent of time spent on each job function. (Note: Do not record how the job responsibilities are carried out.)

Essential Responsibility percentage of time needs to equal 100%

Responsibility	Brand Strategy Oversight including tracking and development and management of Key Performance Indicators (KPIs)
Percentage Of Time	25
Responsibility	Leadership and Oversight of the Department's project management function and the College's institutional content strategy and calendar
Percentage Of Time	25
Responsibility	Support the Director of Digital Strategy's leadership and collaboration with the Enrollment Marketing team to produce world-class admissions communications throughout the enrollment lifecycle.
Percentage Of Time	20
Responsibility	Serve as the primary marketing and communications strategist working in partnership with Development and Alumni relations to foster alumni and donor engagement.

Percentage Of Time	20
Responsibility	Create professional development opportunities for direct reports and the broader team.
Percentage Of Time	10

General Responsibilities**General Responsibilities**

- (1) Maintain regular attendance in accordance with department policy.
- (2) Comply with all safety policies, practices and procedures. Report all unsafe activities to supervisor and/or Human Resources.
- (3) Understand and comply with the policies of the College Staff Handbook.
- (4) Demonstrate commitment to customer service. Establish effective relationships with internal and external customers and respond to their needs.
- (5) Perform duties as a team member in a manner supportive of department and College procedures, policies and goals.
- (6) Protect confidentiality of College information.
- (7) Provide leadership to others through example and sharing of knowledge/skill.
- (8) Communicate with others in a courteous and helpful manner.
- (9) May be asked to fill positions considered essential during weather emergencies or other events requiring special staffing.
- (10) Perform other duties as assigned.

Supervisory Responsibilities

Does this job have supervisory responsibilities? Yes

If yes, then check all that are supervised by this position.

Supervise Student Staff Yes

If you supervise student staff, enter approximately how many and the total hours? (e.g., 2 students/XX hours) 2

Supervise Non-Exempt Staff Yes

If you supervise non-exempt staff please enter the number. 5

Supervise Exempt Staff Yes

If you supervise exempt staff please enter the number. 2

Select the level of supervision that this position provides. Supervise/manage/direct the selection, training, development, appraisal and work assignments of personnel.

Supervision Received

Select the level of supervision that this position receives from their supervisor.

Nominal Direction: subject only to very broad communication associated with my position.

Computer Operations

Please check one of the following

Utilize complex computer operations (intermediate programming, relational databases, and operating systems) and advanced features of software packages (word-processing, spreadsheet, graphics, etc.)

Travel

Please check one of the following

Occasional overnight travel (up to 20%) by land and/or air.

Essential Function Analysis

Accurate identification of essential and marginal functions and the time required is important for making a variety of personnel decisions, including recruitment, hiring, performance evaluation, discipline, training and accommodation. The analysis explains the components of the job by identifying who, what, why, how much, and when.

Essential functions are those functions that individual must be able to perform either unaided or with the assistance of a reasonable accommodation. A job function may be considered essential if it meets one of the following criteria:

- the position exists for performance of the function;
- a limited number of employees can perform the function, and it, therefore cannot be reassigned;
- the function is specialized and requires certain expertise to perform it.

Many jobs will also have marginal functions. Marginal functions are those that may be performed by the position but are not tasks critical to job success, can be completed in a number of ways by a variety of people, and are not the primary functions for which the position exists.

Mental/Cognitive Requirements

How much on-the-job time is spent in the following mental/cognitive activities? Show the amount of time by checking the appropriate boxes below.

Analyzing information or data	Over 2/3
- Essential or Marginal?	Essential
Effective communication skills	Over 2/3
- Essential or Marginal?	Essential
Composing & comprehending communication materials	Over 2/3
- Essential or Marginal?	Essential
Establishing effective interpersonal relationships	Over 2/3
- Essential or Marginal?	Essential
Adjusting to changes (work load, environment, department structure, etc.)	Over 2/3
- Essential or Marginal?	Essential
Using logic to define problems, collect information, establish facts, draw valid conclusions, etc	Over 2/3

- Essential or Marginal?	Essential
Making decisions of moderate to substantial consequence	Over 2/3
- Essential or Marginal?	Essential
Performing mathematical calculations	Under 1/3
- Essential or Marginal?	Marginal
Editing reports or technical materials	1/3 to 2/3
- Essential or Marginal?	Essential
Planning and organizing (work load, schedules, events, etc.)	Over 2/3
- Essential or Marginal?	Essential
Handle stressful, emotional and/or frustrating situations	Over 2/3
- Essential or Marginal?	Essential
Working with numerous distractions	Over 2/3
- Essential or Marginal?	Essential
Working under a time pressure and within timelines/deadlines	Over 2/3
- Essential or Marginal?	Essential
Coordinating work with others	Over 2/3
- Essential or Marginal?	Essential
Handling multiple assignments and priorities	Over 2/3
- Essential or Marginal?	Essential
Completing work in an accurate manner	Over 2/3
- Essential or Marginal?	Essential
Concentrating - maintaining attention to details and task	Over 2/3
- Essential or Marginal?	Essential
Memory functions (remembering names, details and procedures)	Over 2/3
- Essential or Marginal?	Essential

Physical Requirements

How much on-the-job time is spent in the following physical activities? Show the amount of time by checking the appropriate boxes below.

Remaining in a stationary position	1/3 to 2/3
Traverse/move locations	Under 1/3
Ascend or descend between floors	Under 1/3

Reach with hands and arms	1/3 to 2/3
Ascend or descend ladder	Under 1/3
Position self to access small or restricted spaces	None
Communicate or exchange information	Over 2/3
Detect specific flavors or odors	Under 1/3

Does this job require that weight be moved or force be exerted? If so, how much and how often? Check the appropriate boxes below.

Weight lifted or force exerted: up to 10 pounds (with or without assisted device) Under 1/3

Weight lifted or force exerted: up to 25 pounds (with or without assisted device) Under 1/3

Weight lifted or force exerted: up to 50 pounds (with or without assisted device) Under 1/3

Weight lifted or force exerted: up to 100 pounds (with or without assisted device) None

Weight lifted or force exerted: more than 100 pounds (with or without assisted device) None

Please check one of the following Light physical activity performing non-strenuous daily activities.

Does this job have any essential vision requirements? Check all that apply. Close vision (clear vision at 20 inches or less), Distance vision (clear vision at 20 feet or more), Color vision (ability to identify and distinguish colors), Depth perception (three-dimensional vision, ability to judge distances and spatial relationships), Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus)

Work Environment

How much exposure to the following environmental conditions does this job require? Show the amount of time by checking the appropriate boxes below.

Wet or humid conditions (non-weather) None

Extreme cold (non-weather) None

Extreme heat (non-weather) None

Outdoor weather conditions Under 1/3

Work near moving mechanical parts None

Work in high, precarious places None

Air Contamination (i.e., dust, fume, smoke, toxic conditions, disagreeable odors) None

Toxic or caustic chemicals None

Work with explosives None

Risk of electrical shock None

Vibration (i.e. operating jackhammer, impact wrench) None

Risk of radiation None

Confined Spaces None

Please check one or more of the following locations where this job would work Well-lighted, heated and/or air-conditioned indoor setting with adequate ventilation.

How much noise is typical for the work environment of this job? Check the appropriate level below. Moderate noise (examples: business office with computers and printers, light traffic)

Additional Information

Include any other physical, mental or environmental information that will aid in the preparation of an accurate description of this job.

Position Documents

No documents have been attached.