

**JOB TITLE:** Vice President, External Relations

**DEPARTMENT:** External Relations

**LOCATION:** Union Campus

**REPORTS TO:** College President

**FLSA:** Exempt

**LEVEL:** 301

**DATE:** 07/01/2015

**POSITION SUMMARY:** Responsible for establishing, maintaining, and enhancing the college's relationships with external constituencies, strategically marketing the institution, administering the array of non-credit offerings, overseeing the use and development of the college web site, and administering the college's external grants. Departments or positions supervised include public relations, web development, Center for Workforce Development, grants coordinator, and administrative assistant.

**EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS:** *(A comparable amount of training, education or experience may be substituted for the minimum qualifications.)* Master's degree in a discipline related to marketing, strategic communications, workforce development, adult and continuing education, or related field; three to five years full-time experience as a higher education or marketing professional, preferably in an administrative capacity.

**ESSENTIAL TASKS:** *Employee must be able to perform the following essential functions to the satisfaction of the employee's supervisor.*

- Provide administrative leadership in the establishment, maintenance, and enhancement of the college's relationships with external constituencies.
- Develop and oversee implementation of a comprehensive marketing plan for the institution.
- Identify and utilize data to support the development and implementation of the marketing plan, including institutional research, national and state data related to higher education, market data, consumer research, and other data/research as appropriate.
- Communicate effectively in a professional, tactful and courteous manner with students, employees, faculty, and the general public.
- Provide leadership in the development of the annual budget to support the marketing plan.
- Oversee the use, development, and maintenance of the college's web site, through staff and/or the use of contracted service.
- Plan and coordinate the use of social media on behalf of the institution.
- Develop and oversee, through Public Relations, media relations and identify strategies to raise or enhance the college's profile in the community.
- Provide administrative leadership for the institution's non-credit offerings, specifically through the Center for Workforce Development, including adult and continuing education courses and workshops for career, intellectual, cultural, recreational, personal and community development.
- Provide administrative leadership in developing and coordinating the College's economic development efforts, including workforce development programs and outreach to business, industry, professions, and governmental entities.
- Provide grant administration, including the development, maintenance and timely reporting of records and/or reports used for state and federal grants.
- Collaborate with recruitment and admissions staff to develop, execute, and analyze student recruitment plan.
- Plan and conduct special events held to promote the college or provide services to the region, often in conjunction with other departments or personnel including, but not limited to the President, ECC Foundation, admissions and recruitment, instruction, student activities, athletics, fine and performing arts.
- Support the President as assigned in the development and execution of the federal and state legislative agenda.
- Supervise all personnel assigned, recommending selection, retention, promotion and discharge as appropriate.
- Prepare and monitor the annual budgets in the Vice President's area of responsibility.
- Interact with multiple external constituencies, including attendance at community functions.
- Oversee biennial public opinion survey of district residents.

- Develop community engagement plan, including comprehensive schedule of community events and activities at which the college should be represented.
- Develop and/or make presentations on behalf of the college and its programs and services.
- Perform other duties as assigned by the President of the College.

**KNOWLEDGE, SKILLS, and ABILITIES:**

- Knowledge of department and college policies, procedures, and practices with the ability to answer work related questions; and/or interpret and apply these guidelines correctly in various situations.
- Thorough knowledge and understanding of the community college mission
- Experience in public, higher education, or non-profit marketing.
- Knowledge of economic and workforce development issues.
- Well-developed supervisory skills.
- Ability to manage interpersonal conflict situations requiring tact, diplomacy and discretion.
- Ability to analyze complex human relations situations accurately and resolve problems expeditiously.
- Effective management and leadership techniques.
- Skill in planning, prioritizing, and problem-solving
- Strong ability to multi-task.
- Strategic planning and budget management skills.
- Excellent communication, oral and written, and interpersonal skills.

**LEADERSHIP and COMMUNICATION SKILLS:**

- In support of the President, lead the institution's marketing and message strategies.
- As part of the administrative team, guide the development and communication of the college vision, mission, purposes, principles, and identify stakeholders served by the college.

**DECISION-MAKING and ANALYTICAL SKILLS:**

- Decision-making is the primary aspect of the position, affecting organization, related organizations, and major segments of the general population.
- Perform executive or expert professional work to establish policy, long-range plans, and programs.
- Analyze student, demographic, and other market data/research; identify trends, opportunities, threats, or other issues; and develop recommendations for action in support of the strategic plan, marketing plan, community engagement plan, or other college initiatives.

**EQUIPMENT AND SOFTWARE:** Utilize current College and/or department information technology including but not limited to, Microsoft Office, Outlook, Datatel, ImageNow, etc.; office machines such as telephones, fax machines, or copiers; Identify and utilize appropriate student and/or market databases, analytical software, and other data or software necessary to implement the college marketing plan.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT:** *The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

**Environment:** Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor. The employee may be required to work or meet in the evenings and/or on weekends.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; must occasionally lift, carry, push, and/or pull up to 10 lbs; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**POSITIONS SUPERVISED:** Director, Communications & Marketing; Executive Director, Center for Workforce Development, Director, Adult Education & Literacy Program; Coordinator, Web Services/Programming; Executive Administrative Assistant

**SIGNATURES:** This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required of employees assigned to the job.

I have read and reviewed the job description and I agree to perform the duties according to my supervisor's expectations and the College's policies and procedures. I acknowledge the College's right to revise the job description.

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Employee Signature/Date

**NOTICE OF NON-DISCRIMINATION:** *East Central College does not discriminate on the basis of race, color, religion, national origin, ancestry, gender, sexual orientation, age, disability, genetic information or veteran status. Inquiries related to employment practices may be directed to Human Resources Director at 636-584-6710. East Central College is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities.*