

Associate Vice President, Marketing and Communication
Alcorn State University

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Posted Nov. 18, 2024, set to expire May 10, 2025

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| Job Title | Associate Vice President, Marketing and Communication |
| Department | Marketing and Communications |
| Institution | Alcorn State University Lorman, Mississippi |
| Date Posted | Nov. 18, 2024 |
| Application Deadline | Open until filled |
| Position Start Date | Available immediately |
| Job Categories | Associate Vice-(Provost/Chancellor) |
| Academic Field(s) | Public Relations/Marketing |
| Job Website | https://jobopps.alcorn.edu/postings/7406 |
| Apply By Email | |
| Job Description | |

Job Summary

The incumbent will help establish a targeted and systematic approach to elevating the profile, reputation, and brand of the Alcorn State University via a robustly contemporized marketing and communication strategy. Leading a fully integrated platform of communications, marketing and creative programs, with a focus on media relations, content, research news, internal communications, social media, marketing, digital, analytics, creative, and visitor experience. Building a culture of collaboration across the University on marketing and communication programs, set goals and measures to define success, and champion transparency and teamwork.

Knowledge Skills and Abilities

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- Ability to work independently and collaboratively, make decisions, and multi-task to balance multiple priorities and communicate proactively with stakeholders about project risks or uncertainties.
- Ability to write concisely, effectively and persuasively in a variety of styles for specific audiences under time constraints.
- Ability to interface with executive level staff to identify, leverage and synthesize information into meaningful communications messages for a variety of target audiences.
- Ability to keep abreast of campus events and subject matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the college and increase positive media coverage.
- Ability to produce error-free texts, thorough fact-checked documents and to work well independently or as a member of a team.
- Demonstrated organizational skills.
- Knowledge of interview techniques and the ability to define and deliver media messages. Must be able to interview subjects, identify key points, and distill the information in an engaging way for a variety of audiences.
- Knowledge of current Associated Press Stylebook or Chicago Manual of Style.
- Excellent computer skills and ability to utilize a variety of programs, including Microsoft Office suite including PowerPoint and other presentation tools.
- Knowledge of copyright and other applicable laws pertaining to publications and the media.
- Skilled in story development and journalistic writing skills, as well as advanced editorial skills.
- Exceptional interpersonal skills, including strong public speaking, listening and interpretive skills.

Essential Job Functions

- Provides counsel on communication messages, strategies and align executive communications with the University's mission. The AVP will work within the marketing and communication division to ensure that communications are clear and consistent and reflect the University and leadership team's values and vision through the following activities.
- Work discreetly on sensitive or confidential assignments, exercise sound editorial judgment, and maintain the trust and confidence of the executive office, senior leaders, and colleagues across campus.
- Prepare the senior/academic leaders for videos and speeches.
- Develop and write feature stories for the University's Alcorn Magazine.
- Work closely with the executive team, academic leaders and relevant subject matter experts or stakeholders to establish major message themes/topics; research and write speeches for public appearances and campus events; write and/or edit remarks from outside writers, when necessary.
- Develop an institutional voice consistent with the aspirations and priorities of the University;

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proofread and fact-check to ensure that information is accurate; and provide final set of eyes on all written communication.

- Research and draft columns, correspondence, announcements, presentations, speeches, and other materials to support the communication priorities of the University; work with the president's office, subject matter experts, communications leaders, and other stakeholders to gather and synthesize feedback and finalize drafts; craft institutional responses to various incidents and to work proactively on anticipated campus issues.
- Maintain or oversee web and digital content; maintain current biographies for the leadership team and ensure that the some elements of the website and website assets, including photography, video, messages, and archive of writings are kept up to date.
- Create and manage communications plans about specific efforts or initiatives that may include web content, email, speeches, promotional materials, or news; collaborate with the advancement division as appropriate to ensure development communications are appropriate.

Qualifications

- Degree in English, marketing, journalism, or related field.
- Seven (7) years' experience of professional writing, preferably in an academic environment.
- Experience in research, public relations, and branding in a higher education institution.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact