

Vice President of Marketing and Communications  
Erie Community College

Direct Link: <https://www.AcademicKeys.com/r?job=228755>

Downloaded On: May. 11, 2024 4:27pm

Posted Jan. 11, 2024, set to expire Dec. 7, 2024

<b>Job Title</b>	Vice President of Marketing and Communications
<b>Department</b>	Marketing and Communications
<b>Institution</b>	Erie Community College Buffalo, New York
<b>Date Posted</b>	Jan. 11, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Vice-(President/Provost/Chancellor)
<b>Academic Field(s)</b>	Public Relations/Marketing
<b>Job Website</b>	<a href="https://ecc.wd5.myworkdayjobs.com/en-US/CareerOpportunities/job/City-Campus---Downtown-Buffalo/Vice-President-of-Marketing-and-Communications_J0001978">https://ecc.wd5.myworkdayjobs.com/en-US/CareerOpportunities/job/City-Campus---Downtown-Buffalo/Vice-President-of-Marketing-and-Communications_J0001978</a>

**Apply By Email**

**Job Description**

**Department:**Marketing and Communications

**Salary/Hourly:**\$100,000.00 Annual

**Union/Position Status:**SES

**Posting Closing Date:**February 11, 2024

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Applications must be submitted by 11:59 PM the evening **before the posting closing date.**

Please note that the posting will close at midnight (12:00 AM) on the posting closing date.

## **JOB DESCRIPTION**

### **DISTINGUISHING FEATURES OF THE CLASS:**

The Vice President of Marketing and Communications has responsibility for visionary leadership in marketing, public relations, crisis management messaging, research-based messaging, and branding expertise for SUNY Erie Community College.

The Vice President oversees the entire marketing and communication effort including the development and implementation of a strategic marketing and branding plan. The comprehensive plan includes the coordination of all campus marketing efforts to increase student enrollment, manage external communications and the College's identity and image, and support fundraising among alumni and other prospective donors.

The Vice President is expected to work with the President, the Provost and with academic and administrative leaders across the college to market their programs and initiatives and to support the Advancement organization in fundraising and alumni relations.

### **TYPICAL WORK ACTIVITIES:**

- Work closely and collaboratively with the President, the Cabinet, academic departments and administrative offices across the college, to develop and implement an integrated, proactive, comprehensive, marketing and communications strategy that enhances the brand and reputation of SUNY Erie;
- Work with the Provost, Vice President for Enrollment Management and the Divisional Deans to identify the most effective marketing strategy for growing enrollment at the College;
- Establish strong, sustained marketing partnerships and collaborations (internal and external) and lead annual marketing plan development efforts with key campus leaders.

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- Manage all college-wide marketing and communication activities, especially media relations; digital communication and social media; advertising placements, including print, digital, broadcast, and other formats that will ensure a cost-effective strategy to reach prospective students, donors, and other targeted constituencies.
- Lead Marketing and Communications team to promote College activities and the achievements of administration, faculty, students and staff to enhance the image of SUNY Erie.
- Serve as a trusted advisor to the President on all matters related to internal and external branding, strategic marketing, and communication;
- Lead the Marketing and Communications team in its efforts to manage and coordinate all writing, photography, editing and other activities that directly support the development, production and distribution of the College's marketing and communication products.
- Effectively manage and mentor the marketing and communication staff who fall under the supervision of the Vice President and lead the development of an annual marketing and communication budget.
- Work closely with the ECC Foundation for consistent messaging, highlighting activities, highlighting faculty, student and alumni successes.
- Performs other miscellaneous job-related duties as assigned.

### **KNOWLEDGE, SKILLS AND ABILITIES:**

The incumbent must have skills and knowledge in the development and maintenance of a strategic and integrated marketing plan. Candidates must be able to demonstrate awareness and sensitivity towards promoting an inclusive and diverse learning environment. Thorough knowledge of the principles, practices and techniques of marketing; good knowledge of the educational principles and practices at the college level; good working knowledge of the principles of creative concept and layout and their use in promotional and publicity work; skill in writing clearly and concisely; ability to develop and maintain harmonious relations with internal and external constituents; resourcefulness; sound professional judgment; tact; courtesy; physically capable of performing the essential functions of the position with or without reasonable accommodation.

### **MINIMUM QUALIFICATIONS:**

Minimum of a Master's degree in marketing, public relations, journalism, business, or related field.

Eight (8)+ years' experience in marketing, including expertise in the development and implementation

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of strategic marketing, communication, and branding plans in a higher education setting.

Demonstrated knowledge of brand development and current marketing and communication trends, including extensive knowledge of the use of digital advertising and social media.

Exceptional writing, oral, and presentation skills and ability to interact effectively with senior leadership at the College, College staff professionals, faculty leaders, and external constituencies.

Experience supervising staff.

**SPECIAL REQUIREMENTS:**

**Official transcripts will be required for successful candidates within 30 days of hire.**

Contact Human Resources at (716) 851-1840 with any questions.

***Our mission to offer quality education includes exposing our students to a diverse range of cultures, experiences and expertise. At SUNY Erie Community College, we value diversity and encourage applicants from all backgrounds to apply.***

**Notice of Non-Discrimination**

SUNY Erie Community College does not discriminate in admission, employment, or in the administration of any of its policies and programs on the basis of race, color, religion, national origin, age, sex, gender, gender expression, gender identity, pregnancy, disability, sexual orientation, familial status, military status, domestic violence victim status, predisposing genetic characteristics, veteran status, criminal conviction, or any other characteristics protected by law. This applies to all students, applicants or other members of the College community (including, but not limited to, vendors and visitors). Grievance procedures are available to interested persons by contacting the Civil Rights Compliance Officer listed below. Retaliation against a person who files a complaint, serves as a witness, or assists or participates in the investigation of a complaint in any manner is strictly prohibited.

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*The following individual has been designated to handle inquiries regarding the College's non-discrimination policies:*

**Civil Rights Compliance Officer**

Human Resource Department

North Campus

6205 Main Street

Williamsville, NY 14221

(716) 851-1844

*For further information on notice of non-discrimination, please contact:*

New York Office

United States Department of Education

Office for Civil Rights, 32 Old Slip 26th Floor,

New York, N.Y., 10005-25010;

Tel (646) 428-3800; Email: [OCR.NewYork@ed.gov](mailto:OCR.NewYork@ed.gov).

**Contact Information**

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

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**Contact**

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