

Asst VP, University Marketing

Job Code 50036477

General Description

Responsible for implementing, managing, and assessing an integrated marketing program for the University.

Examples of Duties

Develop an integrated marketing program and evaluate results and impact.
Provide administrative, technical leadership for full-time and part-time employees.
Develop departmental strategic plan.
Build support for the University's marketing program and branding/imaging policies.
Maintain budget integrity and recordkeeping.
Manage personnel of department.
Conduct marketing research.
Deliver presentations at state, regional, and national meetings.
Perform other duties as assigned.

Knowledge, Skills, and Abilities

Knowledge of: Marketing methods and tactics; strategic business management principles; accounting systems; measuring outcomes and understanding target audiences.

Skill in: Project management; production of publications and media; minimizing costs; critical thinking; delivering presentations, reports, and proposals.

Ability to: Motivate, develop and manage a creative work team; communicate effectively; work under pressure; address problems and identify strong alternative solutions.

Experience and Education

To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

Other Requirements