

# Job Description

Position Title: Vice Chancellor of Marketing, Communications, and Strategic Outreach

Job Family: Executive Administration

Job Type: Executive Administrator

FLSA Status: Exempt

Salary Grade: 12

## Position Summary:

The Vice Chancellor (VC) of Marketing, Communications, and Strategic Outreach is responsible for College Marketing, Communications, Community Relations, and Government Relations. Has overall responsibility for providing vision and strategic leadership for the management of marketing, communications, social media and web systems, news media relations, city, county, state and federal government relations, community relations, and new student recruiting. Leads the development and implementation of Pima Community College's (PCC) marketing strategy to attract prospective students, motivate alumni and donors, recruit high quality faculty and staff, and build community partnerships. Manages internal communications strategy and implementation.

## Essential Duties and Responsibilities:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Plan and implement program goals, objectives, policies, procedures and oversee external relations for the College.
2. Develop and implement short and long-range strategic plans to advance the department and sub-departments.
3. Manages and directs the activities of the department and sub-departments.
4. Oversees budgeting, accounting and financial reporting activities for assigned department.
5. Ensures compliance with College policies and state and federal laws.
6. Maintains effective partnerships with staff and administrators to reach departmental goals.
7. Supports the selection, training, and motivating of staff. Supervise employees, including prioritizing and assigning work.
8. Identifies and assesses current and future organizational development needs through process analysis and collaboration with senior management to meet College objectives.
9. Oversees employee hiring, corrective action, disciplinary and termination recommendations as necessary.
10. Directs and supervises the collection and review of data and the preparation of a variety of reports, statements, and communications.
11. Participates in special studies and recommending improvements to department practices, policies and processes.
12. Develops appropriate metrics and tracking mechanisms to measure overall department effectiveness and individual programs.
13. Represents the College to the community and outside organizations.

14. Advises and responds to questions from departments and external agencies.
15. Collaborates with other departments as necessary in order to meet college objectives and goals.
16. Performs all other duties and responsibilities as assigned or directed by supervisor.

### **Knowledge, Skills, and Abilities:**

1. Knowledge of regulatory compliance principles and practices.
2. Skill in people leadership and supervision.
3. Skill in effective communication (both written and oral).
4. Skill in independent decision making.
5. Skill in positive productive, and flexible customer service.
6. Skill in budget/resource management.
7. Ability to develop and maintain effective and positive working relationships.
8. Ability to apply analytical and critical thinking skills as well as draw conclusions and prepare accurate reports of results.

### **Supervision:**

- Executive Level Leadership. Supervises work of other managers, including planning and reviewing work.

### **Independence of Action:**

- Results are defined; employee sets own goals and determines how to accomplish results with few or no guidelines to follow, although precedents may exist; supervisor/manager provides broad guidance and overall direction.

### **Competencies:**

Competencies are the actions and behaviors that can be observed as to how work gets done that supports the College's values and strategic objectives.

- Organizational Culture: Provides an opportunity to impact the organizational culture of Pima Community College by both acknowledging the College's past and helping to chart its future.
- Governance, Institutional Policy, and Legislation: Allows impact on the guidelines that determine how the College operates.
- Institutional Leadership: Provides the opportunity to provide leadership across the institution. Leading by example and supporting team building.
- Information and Analytics: Allows ability to be a data leader. Provides a holistic representation of College's performance as well as data trends or issues.

### Minimum Qualifications:

Candidates/incumbents must meet the minimum qualifications as detailed below.

- Master's degree in related field required.
  - Ten (10) years of related experience required.
  - Six plus (6+) years of related experience with supervisory experience preferred.
- OR An equivalent combination of certification, education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

### Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the key duties and responsibilities of this job. **Reasonable accommodations may be made to enable individuals with disabilities to perform critical tasks.**

- **Environment:** Work is performed primarily in a standard office environment with staff contact and frequent interruptions.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in an standard office setting; to remain in a stationary position for prolonged periods of time; to occasionally position self to perform duties; to position or transport light to moderate (up to 20 pounds) amounts of weight; to operate office equipment including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to effectively communicate to exchange information
- **Vision:** Ability to see in the normal visual range with or without correction.
- **Hearing:** Ability to hear in the normal audio range with or without correction.

### Special Conditions of Employment:

- Works some evenings and weekends
- Pre-employment Background Check Required