



Classification Description

Job Title: Assistant Vice President, Marketing and Digital Strategies **Pay Grade: Administrator**

Job Code: 4199

FLSA Status: Exempt

Job Purpose

The Assistant Vice President of Marketing and Digital Strategies at FSW State College is a pivotal leadership role that encompasses the oversight and strategic planning of marketing, public relations, communications, brand management, and digital strategy. This role will focus on enhancing student communications throughout their lifecycle and leverage digital platforms to elevate the College's image, improve user experience, and increase engagement. This position reports to the VP, Information Technology and Digital Strategies. This is an administrator position on an annual contract.

General Responsibilities

Essential Functions

Develops and implements comprehensive marketing, communication, and digital strategies that align with the College's mission, vision, and goals.

Provides leadership and direction to the team, ensuring excellence in all initiatives, campaigns, and digital engagements.

Oversees the development and maintenance of the College's brand image, identity, and digital presence.

Ensures consistent brand messaging and visual identity across all platforms, communications, and digital touchpoints.

Leads the development and execution of digital marketing campaigns, leveraging SEO, SEM, social media, email marketing, and other online platforms to increase brand visibility and student enrollment.

Stays abreast of digital trends and technologies, identifying opportunities for innovation and enhancement of digital user experience.

Manages public relations efforts and develops content strategies to enhance the College's reputation and online presence.

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Serves as the College Public Information Officer.

Oversees all internal and external communications, including press releases, newsletters, social media, and website content.

Develops and implements communication strategies and digital engagement initiatives to foster student interaction and satisfaction throughout their student lifecycle.

Collaborates with various departments to ensure seamless and effective communication with students through diverse digital channels.

Utilizes advanced analytics and data insights to measure the effectiveness of marketing, communication, and digital strategies.

Continuously optimizes digital platforms and campaigns based on performance data and user feedback.

Develops and manages the marketing, communications, and digital strategy budget, ensuring cost-effective and strategic use of resources.

Fosters collaborations with internal stakeholders and external partners to enhance the reach and impact of marketing, communication, and digital efforts.

Builds and maintains relationships with media, community organizations, technology vendors, and other relevant entities.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree in Marketing, Communications, Digital Media, or related field required.

Eight (8) years of full-time professional work experience in marketing, communications, and digital strategy, with a proven track record of success.

Strong experience in developing and implementing innovative digital marketing campaigns and strategies.

Exceptional written and verbal communication skills, with an emphasis on digital content development and management.

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Strong strategic thinking, analytical, and decision-making skills.

Proficiency in SEO, SEM, social media marketing, email marketing, website management, and digital analytics.

Ability to collaborate and build relationships with a diverse set of internal and external stakeholders.

Knowledge of the higher education landscape, student engagement strategies, and emerging digital technologies is a plus.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.

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- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: September 29, 2023.