



JOB DESCRIPTION

Job Title: Associate Administrative Vice President, Marketing and Strategic Communications

Department: Varied
Pay Grade: 122
FLSA Status: Exempt
Remote Work Eligible: Yes

JOB SUMMARY

This position works in an administrative leadership role to oversee the collegewide Marketing and Strategic Communications department, anticipating and maintaining a vision for the future needs at St. Petersburg College in this area, and recommends and directs strategies, priorities, and projects that will best achieve the College's strategic goals and objectives. Responsibilities include creation, development, and oversight of the College's marketing, advertising, public relations, and leadership and crisis communications strategies, campaigns and initiatives; maximization of productivity; planning, analysis, and project management; cultivation of customer relationships; oversight of content management and customer relationship management platforms; communications with external agencies; development and monitoring of assigned budget; managing assigned personnel; commitment to meeting the diverse information and communication needs that exist across all College departments; and performing analysis or professional work as needed. Role also serves as the Public Information Officer for the College.

DISTINGUISHING CHARACTERISTICS

Eligible to work remotely.

ESSENTIAL JOB FUNCTIONS

- Provides leadership in the design, implementation and assessment of strategies, goals, policies, objectives and activities tied to information dissemination at the College, which includes: developing, approving, planning, coordinating, administering, and evaluating programs, projects, processes, policies, procedures, systems, standards, and/or service offerings; ensuring compliance with federal, state, and local laws, regulations, codes, and/or standards and grant regulations.
- Serves as the College's Public Information Officer, managing leadership and crisis communications, and assists with Collegewide communications originating from the President's Office.
- Oversees development of branded marketing materials for all College programs and initiatives, including academic programs, and recommends strategies and approaches for coordination of marketing and recruiting efforts.

Prepared: February 2023

- Develops and organizes talent that is structured to efficiently deliver services across the organization.
- Coordinates the allocation of staff and resources.
- Directs staff, which includes: prioritizing and assigning work; conducting performance evaluations; ensuring staff are trained; ensuring that employees follow policies and procedures; maintaining a healthy and safe working environment; and making hiring, termination, and disciplinary decisions.
- Develops and oversees multiple budgets, including marketing budget for grants; allocates resources; reviews and approves justifications for budget items; and directs the monitoring and control of expenditures.
- Designs, revises, implements, and updates processes and procedures.
- Collaborates with the College's academic and administrative constituents to advance the College's mission, including serving on the President's Cabinet.
- Oversees preparation and submission of both required and requested reports.
- Facilitates, leads, and/or participates in meetings, proceedings, and committees; represents the Department at campus meetings and conferences; and serves as a liaison between departments, external organizations, the general public, and other local and national agencies.
- Performs other duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Bachelor's degree in Marketing, Journalism, Communications, or in a related field to assigned area; seven (7) years of senior-level management experience including long-term strategic planning, management of related technology, or related to field related to assigned area; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Managerial principles and practices;
- Leadership principles;
- Program development and administration principles and practices at a College-wide level;
- Higher education administration principles and practices;
- Advanced principles and practices in marketing, news media functions and operations, graphics, printing operations, and video production;
- Copywriting/editing industry standards;
- Current trends in social media and other communications platforms;
- Applicable federal, state, and local laws, rules, regulations, codes, and/or statutes;
- Budgeting principles;
- Strategic planning principles;
- Policy and procedure development practices; and
- Computers and related software applications.

Skills in:

- Providing leadership to assigned staff;
- Setting goals;
- Directing, monitoring, and evaluating Collegiate policies and procedures;
- Planning;
- Coordinating;
- Analyzing;
- Communicating, both verbally and in writing;
- Developing and administering budgets;

- Using a computer and related software applications; and
- Verbal and written communication, interpersonal skills as applied to interaction with assigned employees, coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

Ability to:

- Delegate and prioritize work;
- Develop and implement strategies;
- Interpret and apply applicable laws, rules, and regulations;
- Implement College-wide components and activities; and
- Work in partnership with internal and external stakeholders.

CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS

Certifications and/or licenses required or desired based on area of assignment such as SPHR for an area overseeing human resources or Power BI certification for budgeting.

PHYSICAL DEMANDS

This work typically requires the following physical activities to be performed. A complete description of the activities below is available upon request from Human Resources.

(X = Required to perform essential job functions)

Physical Activities		Physical Activities	
Balancing – maintain equilibrium to prevent falling while walking, standing, or crouching.		Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.		Reaching – extending hands or arms in any direction.	<u>X</u>
Crawling – moving about on hands, knees, or hands, feet.		Repetitive Motion – substantial movements of wrists, hands, fingers.	<u>X</u>
Crouching – bending body forward by bending leg, spine.		Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	<u>X</u>
Feeling – perceiving attributes of objects by touch with skin, fingertips.	<u>X</u>	Standing – for sustained periods of time.	<u>X</u>
Fingering – picking, pinching, typing, working with fingers rather than hand.	<u>X</u>	Stooping – bending body downward, forward at waist, with full motion of lower extremities and back.	
Grasping – applying pressure to object with fingers, palm.	<u>X</u>	Talking 1 – expressing ideas by spoken word.	<u>X</u>
Handling – picking, holding, or working with whole hand.		Talking 2 – shouting to be heard above ambient noise.	<u>X</u>
Hearing 1 – perceiving sounds at normal speaking levels, receive information.	<u>X</u>	Visual Acuity 1 – prepare, analyze data, transcribing, computer terminal, extensive reading.	<u>X</u>
Hearing 2 – receive detailed information, make discrimination in sound.	<u>X</u>	Visual Acuity 2 – color, depth perception, field of vision.	<u>X</u>
Kneeling – bending legs at knee to come to rest at knees.		Visual Acuity 3 – determine accuracy, neatness, observe facilities/structures.	<u>X</u>

Lifting – raising objects from lower to higher position, moving objects side to side, using upper extremities, back.		Visual Acuity 4 – operate motor vehicles/heavy equipment.	
Mental Acuity – ability to make rational decisions through sound logic, deductive reasoning.	<input checked="" type="checkbox"/>	Visual Acuity 5 – close acuity for inspection of small defects, machines, use measurement devices, or fabricate parts.	
Pulling – use upper extremities to exert force, haul or tug.		Walking – on foot to accomplish tasks, long distances, or site to site.	<input checked="" type="checkbox"/>

TYPE OF WORK

Work performed is primarily:

- Sedentary work*: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
- Light work*: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.
- Medium work*: Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- Heavy work*: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
- Very heavy work*: Exerting in excess of 100 pounds of force occasionally and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects

WORK ENVIRONMENT

May be required to work hours other than the regular schedule including nights and weekends.

Work is performed regularly where decisions are made that could lead to major community or organizational consequences if there is a failure to make the appropriate decision at the time.

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

St. Petersburg College has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

Employee Signature

Date