

JOB DESCRIPTION:	Assistant Vice President of Marketing & Communications		
DEPARTMENT:	Marketing & Communications		
REPORT TO:	Associate Vice President of Compliance & Communications		
EEO CLASSIFICATION:	First/Mid-Level Officers & Managers	FLSA STATUS:	Exempt
CUPA HR CLASSIFICATION:	196460	DATE APPROVED:	17-JUN-2025
		DATE MODIFIED:	

SUMMARY: The Assistant Vice President of Marketing and Communications is responsible for overseeing the development and execution of marketing and communications strategies for the university, reporting directly to the Vice President of Compliance and Communications, and managing the creative team and the Director of Web Strategy and Development to achieve recruitment, branding, and public relations goals across various channels.

DUTIES:

1. Designs and implements comprehensive paid and earned media communications plans aligned with the university's overall strategic goals, mission, priorities, accomplishments, and specific marketing objectives of key university units, including brand positioning, target audience identification, and messaging development.
2. Directs specific activities at the institutional level to support communications strategies, including but not limited to advertising, institutional publications, and interactive media.
3. Responsible for marketing initiatives and activities included in the institutional strategic integrated marketing and communications plan for the university, through which a consistent and appropriate content-based image is conveyed to a variety of audiences, and which allows for sufficient flexibility to accommodate the diverse needs and activities of the university.
4. Assures quality and appropriateness of institutional marketing activities, whether internally or externally produced. Selects and manages external vendors and media outlets to support marketing activities, including but not limited to media and media buyers, printers, and digital solutions.
5. Develops and maintains university-wide policies and guidelines related to image, branding, advertising and marketing strategies. Provides strategic marketing advice to university leadership, faculty, staff, students, and volunteers. Serves as an interface with other university constituencies in the implementation of institutional marketing strategies.
6. Conducts surveys, evaluations and assessments of external communications activities to determine the effectiveness of the university's marketing and communications plans and programs.
7. Establishes and implements short- and long-range departmental goals, objectives, policies and operating procedures; monitors and evaluates program effectiveness; effects changes required for improvement.
8. Develops and manages annual budgets for marketing activities and programs and performs periodic cost and productivity analyses.
9. Oversees the University Web Developer in applying marketing principles, strategies and techniques into university web development and design.
10. Provides a broad range of administrative and supervisory functions. Supervises assigned staff in accordance with WNMU personnel practices including recruitment, training, performance evaluation, guidance, etc. Participates in ongoing personal and professional development. Maintains comprehensive communication among all contacts (internal and external). Models professional standards and ethics in accordance with WNMU philosophy.
11. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Bachelor's degree; at least 5 years of experience in Marketing and Communications with demonstrated success. Advanced degree preferred. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Skill in budget preparation and fiscal management. Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community. Knowledge of management principles and practices, including employee development and performance management skills, strategic planning skills, and project management skills. Ability to supervise and train assigned staff/marketing team members including organizing, prioritizing, and scheduling work assignments. Ability to plan and implement operational policies and procedures aligned with higher education and marketing best practice. Demonstrated ability to apply knowledge to specific marketing programs and activities. Ability to develop and deliver oral presentations and written materials for a variety of audiences and multiple venues. Ability to foster a cooperative environment and to work in a collegial fashion with peers in other organizational units. Demonstrated ability to integrate marketing principles, strategies, and techniques into digital and interactive media and development. Ability to plan, develop, direct, implement and evaluate strategic marketing plans, programs and activities applicable to a public university. Knowledge of marketing concepts, principles, methodology and techniques. Knowledge and understanding of current communication and marketing issues and trends applicable to educational institutions. Ability to provide effective advice and counsel on strategic marketing issues and to exercise effective judgment. Must be knowledgeable of WNMU's mission, values, organizational structure, and policies and procedures. Must be able to handle multiple deadlines and maintain accuracy. Must be sensitive to cultural differences within the University and community with a commitment to fostering a collaborative and inclusive university environment. Fluent in Microsoft Office Applications.
3. **Working Conditions/Physical Demands** (With or Without Accommodations – Normal office, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.
4. **Other requirements:**
 - a. Requires a valid driver's license.

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)