

Richmond Community College

Job Description

Position Title: Associate Vice President of Marketing and Strategic Planning

General Description: Reporting directly to the President, the Associate VP of Marketing and Strategic Planning is responsible for the successful operations of marketing, institutional effectiveness, research, and the Cole Auditorium.

Duties and Responsibilities of the Position:

1. Provide leadership to the marketing and strategic planning staff to include professional development opportunities, communicating and enforcing standards, and fostering support for institutional priorities.
2. Manage crisis communications and press relations and coordination.
3. Develop a comprehensive plan for SACS-COC reaffirmation and continuous compliance to include, but not limited to, timelines, procedures, and organizational structures for review and approval by the Leadership Team and Planning and Accountability Council.
4. Serve as liaison to the SACS-COC staff.
5. Coordinate college promotion and communications within the college and with stakeholders and partners
6. Share the achievements of students, employees and partners to enhance the college's brand at the local and state level.
7. Supervise development and publication of comprehensive institution-wide data management and reporting plans.
8. Support planning, decision making, policy formulation, and other requirements of the College with accurate, timely, and useable management information.
9. Oversee the strategic and annual planning processes.
10. Oversee the management of digital marketing and communications
11. Represent the College at professional meetings and conferences and within the community.
12. Lead the development of annual performing arts events.
13. Serve actively on the President's Leadership Team.
14. Other related duties and projects as directed by the President.

Position Qualifications:

Knowledge Skills and Abilities:

1. Demonstrated ability to write and speak effectively to a wide range of audiences
2. Proven supervisory success in a dynamic, fast-paced environment, capable of building and leading effective teams
3. Demonstrated effective use of traditional and digital promotional tools to optimize sales/enrollment
4. Strategic marketing and branding manager capable of adaptive implementation and assessment of college initiatives
5. Ability to plan and oversee complex events
6. Budget development, tracking, and management
7. Flexible work schedule required, including occasional weekends and nights.

Minimum Education and Experience:

1. BS in a relevant discipline required, Masters preferred
2. Experience in marketing, communications, and digital media required
3. Experience with auditoriums/banquet facilities and their operations preferred
4. Experience in higher education, preferred

Salary Grade: RCC Salary Level 14, commensurate with experience.

Location: DeWitt Building

Questionnaire for Compliance with Americans with Disabilities Act

Interview guide for collecting job analysis information

Job Title: Associate VP of Marketing and Strategic Planning
Division: Administration
Location: DeWitt
Supervisor's Title: President

Department: Presidents Office
Shift: 8:00-5:00

1. General Purpose of Job. Briefly describe the job's primary purpose or contribution to the department or organization.

See job description.

2. Duties and Responsibilities. List the job's essential or most important functions and responsibilities. Include all important aspects of the job -- whether performed daily, weekly, monthly, or annually; and any that occur at irregular intervals.

See job description.

3. Supervisory Responsibilities. If this job supervises others, give the name of unit(s) or department(s) managed and number of employees supervised. If there are subordinate supervisors, list them also.

Associate VP of Marketing and Strategic Planning

4. Physical Demands:

4A. How much on-the-job time is spent in the following physical activities? Show the amount of time by checking the appropriate boxes below.

	Amount of Time			
	None	Up to 1/3	1/3 to 2/3	2/3 and more
Stand	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Talk or hear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Use hands to finger, handle or feel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Climb or balance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stoop, kneel, crouch or crawl	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reach with hands and arms	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Taste or smell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4B. Does this job require that weight be lifted or force be exerted? If so, how much and how often? Check the appropriate boxes below.

	Amount of Time			
	None	Up to 1/3	1/3 to 2/3	2/3 and more
Up to 10 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 25 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 50 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 100 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More than 100 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4C. Does this job have any special vision requirements? Check all that apply.

- ☒ Close vision (clear vision at 20 inches or less)
- ☒ Distance vision (clear vision at 20 feet or more)
- ☒ Color Vision (ability to identify and distinguish colors)
- ☒ Peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)
- ☒ Depth perception (three-dimensional vision, ability to judge distances and spatial relationships)
- ☒ Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus)
- ☐ No special vision requirements

4D. Make notes on the specific job duties that require the physical demands selected above.

Job requires walking to other buildings, driving to off campus locations, use of telephone and computer.

5. Work Environment:

5A. How much exposure to the following environmental conditions does this job require? Show the amount of time by checking the appropriate boxes below.

	Amount of Time			
	None	Up to 1/3	1/3 to 2/3	2/3 and more
Wet, humid conditions (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work near moving mechanical parts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work in high, precarious places	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fumes or airborne particles	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toxic or caustic chemicals	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor weather conditions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme cold (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme heat (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk of electrical shock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk of radiation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vibration	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5B. How much noise is typical for the work environment of this job? Check the appropriate level below.

- ☐ Very quiet (Examples: forest trail, isolation booth for hearing test)
- ☐ Quiet (Examples: library, private office)
- ☒ Moderate Noise (Examples: Business office with typewriters and/or computer printers, light traffic)
- ☐ Loud noise (Examples: metal can manufacturing, department, large earth-moving equipment)
- ☐ Very loud noise (Examples: jack hammer work, front row at rock concert)

5C. Make notes on the specific job duties that are affected by the environmental conditions selected above.

6. Comments. Include any other information that will aid in the preparation of an accurate description of this job.

7. Questionnaire prepared by:

Name: _____ Date: _____

Title: _____

Basis for knowledge of job: ☐ hold job now; ☐ supervise job; ☐ other (explain)

Exposure Determination for Bloodborne Pathogens

All position descriptions, including administrative and support personnel, whether paid or volunteer, must be evaluated by the appropriate department chairman/head and a Risk of Exposure to Bloodborne Pathogens Classification I or II be assigned to the position as it applies to each employee's work location. In situations where jobs of the same title entail substantially different categories of risk based on the department to which assigned, job titles will be modified to include the unit name thereby creating a newer, more specific description for that position.

For jobs which fall into Classification II, a list of tasks or procedures which present an occupational exposure to those employees should be prepared and appended to the job description. Assignment of personnel to a new department in the same basic job may necessitate a formal change of job title to ensure that they will receive training according to that job's risk classification. This must be reviewed on an annual basis by department managers for all job titles which they supervise or manage.

_____ CLASSIFICATION I

This includes jobs in which required tasks routinely involve a potential for mucous membrane or skin contact with blood, body fluids, tissues or potential spills or splashes. Use of appropriate measures is required for every employee performing these tasks.

_____ CLASSIFICATION II

This includes jobs in which required tasks normally do not involve exposure to blood, body fluids or tissues, but may require performing unplanned Classification I tasks. In these jobs the normal work performance involves no exposure to blood, body fluids or tissues. However, exposure or potential exposure may be required as a condition of employment or class performance.

_____ PERSONNEL NOT COVERED BY THE STANDARD

This includes jobs in which required tasks involve no greater exposure to blood, body fluids, or tissues that would be encountered by a visitor. The normal work/class performance involves no exposure to blood, body fluids, or tissues that would be encountered by a visitor. The normal work/class performance involves no exposure to blood, body fluids, or tissues and the employee can decline to perform tasks which involve a perceived risk without retribution.

NOTE: All employees who do not fit into Classification I or II will fall into a third category not covered by the Standard.