



POSITION DESCRIPTION

TITLE: Vice President, Marketing, Diversity & Community Impact

FLSA STATUS: Exempt, 1.0FTE	GRADE LEVEL: I
LOCATION: LRC	UNIT: Marketing
SHIFT: Monday-Friday 8:00am – 5:00pm	DEPT: Marketing
INCUMBENT: Vacant	EMPLOYEE SIGNATURE: Date:
REPORTS TO: President	PREPARED BY & DATE: Dr. Jo Alice Blondin, October 2020
Reviewed/Revised By:	EE Name: Date:
Reviewed/Revised By:	EE Name: Date:
Reviewed/Revised By:	EE Name: Date:

I. POSITION PURPOSE – *List brief summary of position*

As chief marketing and diversity officer for the College, this position provides leadership, strategy, and oversight to the College’s efforts in marketing, brand management, diversity efforts, and community outreach through non-credit workforce, legislative relations, events and programming through the Performing Arts Center. This position serves as a liaison to the Board of Trustees’ Government and Community Relations’ Committee and the Ohio Association of Community Colleges’ Government Relations’ Committee, and will represent the College President at events and meetings when needed. This position is responsible for supervising and determining the broad policies of all institutional functions under its supervision. Institutional functions include Marketing, Workforce Solutions, and Performing Arts Center. This position is a member of the College’s Executive Council and works collaboratively with other members of the College’s Executive Council, including the Director of the Clark State Foundation, Provost, Vice President for Student Success, Vice President for Business Affairs, and Senior Vice President for Technology, Security, and Strategic Initiatives.

II. RELATIONSHIPS AND CUSTOMERS – *(In addition to Clark State Faculty, Staff, and Students, this position also interacts with the following external individuals, organizations and agencies)*

Media	College Board of Trustees	Foundation Board of Directors	Sponsors
Advertisers, Consultants, Designers	Printers, Vendors	Donors	High Education PR/Marketing Professionals
Southwestern Ohio Council for Higher Education (SOCHE)	Government Officials	Community/Business Leaders	Post-Secondary Institutions

III. DIMENSIONS – *If this position controls, manages, or has a direct impact on the expenditure of dollars, identify how, the type of budget, and the gross dollar amount involved)*

Overall budget for all areas is approximately \$1.5 million.

IV. ESSENTIAL DUTIES AND RESPONSIBILITIES

Under broad supervision, this position performs the following duties:

1.	Lead the development of a marketing plan and calendar that drives Clark State’s impact across the following areas: brand management; enrollment and retention, diversity, equity, and inclusion, and community engagement and collaboration
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2.	Develop, along with the Board of Trustees, Executive Council, Faculty, Staff, and Student Senates, and the community Clark State’s strategy to communicate its commitment to diversity, equity, and inclusion and to operationalize this commitment across internal and external stakeholder groups
3.	Create and execute compelling campaigns and content that grow and support Clark State’s enrollment, retention, and engagement with students through a variety of platforms, such as social media, earned media, print, branding, creative, and partnerships
4.	Collaborate with external stakeholders and build strategic partnerships to ensure Clark State’s continued visibility and impact in the communities it serves—and participation in mission-driven activities that enhance the student experience and Clark State’s role in these communities
5.	Supervise and support the work of the Clark State Performing Arts Center and work to ensure maximum visibility and audience engagement in the communities that we serve
6.	Supervise and support workforce development efforts that lead to increased employer retention and engagement with Clark State

V. SUPERVISORY RESPONSIBILITIES – *The following position title(s) report to this position. If there are no reporting positions, type “None.”*

- Performing Arts Center
- Marketing and Communications
- Workforce Solutions and Community Engagement
- Diversity Efforts

Qualifications – *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

VI. EDUCATION and/or EXPERIENCE – *List minimum requirements necessary to perform essential duties and responsibilities, i.e., High School/GED plus 3-5 years related experience or AS Degree preferred.*

- Bachelor’s degree in communications, marketing, English, or related field
- Master’s degree preferred
- Facility with social media platforms
- Five years of experience in a progressively responsible leadership role, with an emphasis on marketing, social media, diversity, and/or community engagement
- Experience working with elected officials desired
- Budget management experience

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VII. SKILLS AND ABILITIES – *List basic skills and abilities necessary to perform essential duties and responsibilities, i.e., computer skills, oral and written skills, interpersonal skills, presentation skills, ability to motivate employees, etc.*

- Expertise in leading marketing and diversity initiatives
- Understanding of the impact of social media
- Recognition of the importance of branding and its role in creating the college's identity
- Understanding of higher education trends, particularly regarding enrollment, retention, demographics, and diversity
- Proven track record in collaborating with employers, non-profits, and communities to ensure mutual success
- Understanding of workforce development and initiatives, and the importance to external stakeholders
- Experience managing people
- Excellent communication skills
- Responsiveness and timeliness in all work
- Ability to multi-task
- Strong financial stewardship

VIII. CERTIFICATES, LICENSES, REGISTRATIONS – *List minimum requirements necessary to perform essential duties and responsibilities, i.e., Certified Novell Administrator (CNA), Certified NetWare Engineer (CNE), Professional Human Resources (PHR), Certified Public Accountant (CPA), Notary Public, Ability to be Bonded, etc.*

- None

IX. LANGUAGE SKILLS – *(To be completed by HR)*

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

X. MATHEMATICAL SKILLS – *(To be completed by HR)*

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

XI. REASONING ABILITY – *(To be completed by HR)*

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.



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XII. PHYSICAL DEMANDS – *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job, i.e., ability to lift up to 75 pounds, etc. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. (To be completed by HR).*

While performing the duties of this job, the employee is regularly required to sit; use hands to touch, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus. Requires long periods of time using the computer.

XIII. WORK ENVIRONMENT – *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. (To be completed by HR).*

The work is performed in an office-like environment with a minimal amount of noise.