**POSITION DESCRIPTION**

**Associate Vice Chancellor and Chief Communications and Marketing Officer**

The Associate Vice Chancellor and Chief Communications and Marketing Officer reports directly to the Chancellor and is the principal administrator responsible for enhancing widespread understanding of the mission of UC Santa Cruz.

The Associate Vice Chancellor and Chief Communication and Marketing Officer (AVC) will develop and direct the communication and marketing strategy for generating a broad understanding of the mission and successes of UC Santa Cruz. The position leads a centralized communications and marketing organization which includes writers, visual artists, and communications and marketing specialists. The AVC is charged with designing and implementing a comprehensive communication and marketing plan for the campus, with ongoing assessment of its effectiveness.

The AVC collaborates with the Chancellor, Campus Provost/Executive Vice Chancellor and principal officers on critical matters related to visibility and reputation, including institutional priorities, research, alumni relations, fundraising, enrollment, and crisis communication. The AVC ensures units across campus adhere to a coherent communications strategy and that all campus communications align with the university’s goals.

Units reporting directly to the AVC and Chief Communications and Marketing Officer include:

- **Marketing** – oversight of brand management, graphic design, videography, photography, social media, central marketing & divisional marketing
- **News and Media Relations** – news and feature writing, media relations, internal communications, executive communications, crisis and emergency communications
- **Web Communication** – build and maintain campus web design standards and templates; support the campus events calendar and interactive map; support email marketing

The AVC and Chief Communications and Marketing Officer’s primary responsibilities include:

- Directs the development and advancement of campus-wide strategic programs and services to build communications strategy and awareness that support and highlight the national and international standing of the UC Santa Cruz campus.
- Works closely with Chancellor, Executive Vice Chancellor and other senior campus leadership to provide expert counsel on effective communications strategy development and expert advice on areas of mutual concern. Represents the Chancellor, Executive Vice Chancellor and other senior leadership with all levels of external constituencies.
- Provides high level oversight and vision for all communications and marketing programs. Through subordinate managers, creates and implements short-and long-term strategic plans for communications and marketing that reflect UC Santa Cruz’ diverse internal and external audiences.
- Creates strategies linking opportunities in colleges, divisions, departments, and campus programs with alumni and constituent interests; ensures optimal participation and supports from external resources that
align with campus priorities and initiatives; establishes visibility and credibility with constituents that generate tangible support for the campus’ mission; ensures an inclusive approach; maintains consistent and integrated public messages.

- Develops and implements a comprehensive, proactive external communication strategy that interprets campus goals and achievements to key audiences, capitalizes on UCSC’s unique strengths, corrects misinformation, and positions the campus for greater success in key areas, including faculty and staff recruitment, fundraising, alumni relations, and community and government relations.
- Collaborates with colleagues to ensure an integrated advancement approach. Enlists campus colleagues as advocates who can represent the campus in dealings with students, colleagues, and external contacts, including media.
- Directs the writing, editing and marketing for gathering and disseminating campus-wide news and achievements for key audiences. Communication vehicles include media, print publications, the campus web presence, e-newsletters and e-correspondence, and public presentations and events.
- Makes decisions on administrative and operational matters (administrative processes, budget, etc.) Oversees the management of the annual operational budget. Provides leadership in translating strategic and tactical operational plans into multi-year operating budgets. Ensures that the organizations’ services are in compliance with federal and state regulations, and University policies.
- Oversees the planning and implementation of the Chancellor’s internal and external communication strategies and evaluates the effectiveness of efforts to advance vision and priorities, address critical challenges and explain campus issues.
- Serves as a key member of crisis-response teams that address critical issues and events. On highly sensitive issues, the AVC may represent the administrative position on issues of interest to the media and general public. They will also provide media interviews on topics that require sensitive judgment, credibility, and frequently involve legal constraints, including connecting reporters to appropriate campus officials or faculty for requested interviews.
- Collaborates with the Office of the President and other UC campuses in developing effective external relations/communications strategies to convey UC Santa Cruz’ mission, principles, and priorities. Maintains broad knowledge of issues in higher education that impact the University and the campus.

The following qualifications and characteristics are required for the AVC position:

1. Significant experience in developing and implementing successful, high-level organizational marketing, public relations programs and strategies with strong digital communications and digital marketing components.
2. Significant experience in working with and leading results-driven communications and marketing teams.
3. Expert knowledge and skills managing significant financial and operational resources and personnel administration.
4. Expert skills in dealing with formal and informal news media, including knowledge of local, regional, and national news media and how they make coverage decisions.
5. Advanced knowledge of principles of practices of marketing, advertising, and public relations, including demonstrated experience developing, implementing, and evaluating short and long-range public relations programs to support institutional goals and objectives.
6. Experience implementing and overseeing digital marketing initiatives in web, email, advertising, and social media.
7. Proven experience working collaboratively with senior leadership and colleagues at all levels within an organization to identify and develop communications issues and strategies for both internal and external audiences.
8. Expert written and verbal communication, presentation, and public speaking skills; ability to represent the University of California, Santa Cruz in public forums.
9. Demonstrated strong interpersonal and team building skills and the ability to collaborate, build alliances, and achieve sustainable results.
10. Experience supporting community engagement through communications and marketing.
11. Knowledge of the teaching, research, and public service roles of major research university.
12. Bachelor’s degree in related area and/or equivalent experience/training.
13. Experience working in and managing a communications and marketing organization.

Preferred skills, qualifications, and characteristics are:

14. Advances degree or specific professional development in communications and marketing organization.
15. Experience working in a higher education environment.

The AVC and Chief Communications and Marketing Officer position is a full-time Management and Senior Professionals Group (MSP) staff position.

Special Conditions of Employment

- Successful criminal history background check
- Ability to travel frequently as a University representative
- Ability to travel on behalf of UC Santa Cruz business
- Must possess a valid license to drive in the state of California
- Ability to work occasional nights and weekends as required
- The selected candidate will be subject to the annual financial disclosure requirements of the California Political Reform Act of 1974
- Mandatory trainings as required by the University of California
- Per the Child Abuse and Neglect Reporting Act (CANRA), this position has been identified as a Mandated Reporter