



JOB DESCRIPTION: CHIEF MARKETING OFFICER & ASSOCIATE VICE PRESIDENT

Reporting to the President and Vice President for University Advancement, the Chief Marketing Officer/Associate Vice President is responsible for leading the University's marketing and communications strategy to advance the reputation of Athens State as a leader in higher education and support its mission of empowering students through education. The Chief Marketing Officer (CMO) provides strategic direction, oversight, and resource management to define and enhance the University's brand position, raise awareness of its distinctive attributes, and effectively engage key constituent groups, including prospective and current students, alumni, donors, faculty, staff, legislators, and other key internal and external stakeholders. In addition, the CMO is responsible for developing and shaping data-informed institutional and programmatic marketing strategy and planning, integrated marketing efforts, and unified messaging.

STRATEGIC

The Chief Marketing Officer and Associate Vice President shall:

- Lead the development of marketing and communications strategies that align with the vision, mission, and strategic goals of the University, engaging all internal and external stakeholders while broadly increasing the visibility of the University's brand position and raising awareness of its distinctive attributes.
- Provide strategic support to integrate marketing efforts, unify messaging, and advance the University's image.
- Develop and continually expand a broad knowledge and thorough understanding of the market trends and forces shaping the University brand.
- Provide strategic vision and institutional thought leadership for university marketing and communications, including cultivating a digital strategy utilizing social media and emerging trends, ensuring alignment with the University mission and strategic priorities.
- Provide comprehensive oversight for planning and implementation of goals, objectives, and strategies related to each function of the Office of Marketing & Communications, as well as the alignment of those goals, objectives, and strategies with the vision, mission, and strategic plan of the University.
- Maintain awareness of the Higher Education landscape, competitors, expansion opportunities, customers, markets, and new industry developments and standards.



MANAGERIAL

The Chief Marketing Officer and Associate Vice President shall:

Lead a collaborative, creative, and dynamic team of professionals with a variety of responsibilities that promote and protect the Athens State University brand, engage constituents, and seize opportunities for growth and productivity.

- **Marketing & Advertising**
 - Manage the overall marketing and advertising efforts of the University, specifically as it relates to enrollment marketing and the paid media plan.
 - Serve as the University liaison with agency partners, ensuring strategic alignment with brand image and messaging.
- **Public Relations, Digital & Social Communications**
 - Supervise the Public Relations Manager in order to ensure positive media relations are maintained and capitalized upon and overarching communications efforts are aligned with strategic goals.
 - Supervise the Digital Marketing & Communications Manager to engage constituents through digital platforms, including social media.
 - Collaborate with the Public Relations Manager and Digital Marketing & Communications Manager to produce high-quality and relevant editorial content for incorporation into marketing and communications plans.
- **Creative Services & Graphic Design**
 - Supervise the Creative Services Manager to produce creative assets that advance the University's reputation and brand image, ensuring consistency within various projects and endeavors.
 - Collaborate with the Creative Services Manager in maintaining the overall visual identity of the University and adherence to brand guidelines.
- **Website Strategy & Communications**
 - Supervise the Website Administrator to develop and maintain an appropriate website strategy; ensure the University website is the most effective marketing communication tool possible, providing accurate and relevant information while engaging visitors to learn more and take action.
 - Coordinate with Website Administrator and campus content owners to manage and maintain web content for accuracy and thoroughness.
- **Event Management & Promotion**
 - Supervise the Campus Events Manager in coordinating, planning, and implementing campus events, engaging constituents, and enhancing the University's reputation.
 - Manage overall promotion and communication of campus events to increase visibility and awareness.
- **Printing & Publications**
 - Supervise the Printing Services team in producing print materials across campus and to external customers.
 - Collaborate with Printing Services team in managing available print services, pricing, and growth plans; maintain alignment with University



- goals, policies, and procedures.
- Oversee the creation and distribution of University publications, including the bi-annual alumni newsletter (“The Column”) and other materials.

OPERATIONAL

The Chief Marketing Officer and Associate Vice President shall:

- Collaborate with and serve as a partner for senior university leaders on specific communications-related strategies and initiatives.
- In conjunction with agency partners, oversee an annual comprehensive advertising campaign in support of the University’s enrollment management plan.
- Coordinate and execute comprehensive, University-wide communication plans in coordination with alumni relations, development and fundraising, and enrollment management campaigns.
- Develop communications and marketing benchmarks and use data analytics to monitor and evaluate the effectiveness of communications and marketing strategies.
- Oversee proactive and reactive reputation and brand management functions, including crisis communications.
- Promote and reinforce the values of diversity, equity, and inclusion, in addition to creativity, innovation, authenticity, and transparency, across internal and external communications.
- Maintain an up-to-date identity guide and ensure that University branding guidelines are being followed with regard to all media.
- Develop annual marketing budget recommendations; manage operational budgets and report on overall effectiveness.

OTHER

The Chief Marketing Officer and Associate Vice President shall:

- Participate as a member of the President’s Cabinet and other committees as assigned.
- Identify opportunities for improvements to work practices and offer viable solutions for implementation.
- Proactively engage in problem solving related to tasks in this position with internal and external constituencies.
- Perform other related duties as assigned.



Reviewed by:

Employee Signature: _____ Date: _____

Supervisor's Signature: _____ Date: _____