Assistant Vice President, Marketing and Communications

SUMMARY: Reporting to the Vice President for Strategic Enrollment and Communications, the AVP is a full-time, benefits eligible position that leads development of the university’s marketing plan and oversees the execution of strategies in support of the university’s goals. In collaboration with colleagues and partners, the AVP partners with the VP and Marketing/Comms leadership to establish the university’s overall marketing and communication goals, define key objectives to monitor progress and measure success.

The AVP leads a growing team of innovative and growth-oriented professionals. The AVP oversees the execution of multiple marketing campaigns—often simultaneously—across owned, earned, and paid channels, coordinating and collaborating with colleagues and internal teams throughout implementation. This position is exempt from provisions of the Fair Labor Standards Act (FLSA) and is not eligible to earn overtime pay or compensatory time off for additional hours worked.

Essential Duties and Responsibilities:

- Develops and executes an integrated University marketing strategy that aligns with the University’s mission, vision, and strategic framework and raises the overall visibility and profile of the University within the region and nationally.
- Utilizes an appropriate mix of paid advertising (including print, radio, out-of-home, television and digital), digital communication, direct mail, social media, public relations, sponsorships and special events, to increase awareness and build the brand of the University.
- Evaluates marketing spending to determine ineffective or duplicative spending and to redirect funds to techniques that have more direct impact on enrollment and brand awareness.
- Develops systems to measure the effectiveness of marketing programs, track results and communicate with stakeholders to ensure continuous improvement.
- Consults with campus clients and manage various vendor relationships to create marketing materials that are strategic, creative, and integrated with the college’s goals, particularly those articulated in the college’s new strategic framework.

Non-Essential Duties

- Other duties and special projects may be assigned to meet department or university needs.

Experience, Knowledge & Skills Required

- Demonstrated success in developing and leading teams
- Advanced knowledge of principles of marketing and advertising
- Demonstrated ability to create and execute detailed marketing plans and measure their success
- Strong understanding of digital marketing channels, including hands-on experience with SEO, email marketing, web content strategy, and social media marketing strategies and campaigns
- Demonstrated ability to understand and utilize web content strategies to drive engagement and track key conversions among target audiences
- Facility with Google Analytics and Google Tag Manager to track campaign performance and conversion metrics and to inform web content strategies
- Great problem-solving skills and ability to think analytically
- Knowledge of quantitative and qualitative research, analytics, and audience insight practices
Willingness to understand the needs and perceptions of our audiences and find solutions for meeting their needs and influencing their perceptions.

Experience working with vendors and clients to negotiate optimal pricing for the University.

Strong knowledge of computers and experience with MS Office Suite including Word, Excel, and PowerPoint.

Strong written and verbal interpersonal communication skills.

Flexible and adaptable team-player; strong ability to lead and motivate others; excellent time management and organizational skills; ability to work independently or as part of a team; ability to work effectively collaborate with internal and external contacts and a diverse group of people at all levels in the organization.

Excellent decision making, problem solving, and troubleshooting skills; strong follow-through skills to ensure completion of goals and objectives.

Strong work ethic, positive attitude, dependable, and having high integrity; ability to maintain discretion and confidentiality.

Keen attention to detail, with the ability to recognize discrepancies and offer creative solutions and efficiencies while thinking globally.

Ability to effectively coordinate multiple projects simultaneously that vary in complexity; ability to work in a fast-paced environment with demonstrated ability to effectively prioritize multiple competing tasks and demands.

Strong analytical and negotiation skills; proven ability to quickly learn and apply new information.

Bachelor’s degree in related field or equivalent combination of education and experience.

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**Application Process**

Qualified candidates should submit the documentation listed below via email to hr@queens.edu in (.doc) or (.pdf) format. Incomplete applications will not be considered. Include the following:

1. A cover letter addressing the position qualifications, experience, and interest
2. Current résumé
3. Salary requirements
4. Three examples of project leadership experience describing your role and including project scope, timeframe of project, and budget
5. Contact information for three professional references.

Be sure to include “AVP-MC” and YOUR NAME in your email Subject Line.
(Example: AVP-MC Nolan Wesley)

**Submissions received by March 18, 2022** will receive first consideration. Queens will continue to accept submissions until the position is filled.

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**About Queens University of Charlotte**

Located in the heart of the nation’s second fastest growing metropolitan area, Queens University of Charlotte leverages the city’s diverse and thriving environment as an extended classroom. Nationally recognized for undergraduate programs in international and interdisciplinary education, Queens blends the best of liberal arts learning with professional preparation and community engagement. Focused on supporting success for diverse learners, faculty build close and collaborative relationships with students
and help them build intentional and individualized roadmaps for flourishing at Queens and beyond. At the graduate program level, the University offers innovative educational experiences that help learners advance professionally and retool for new opportunities. Our environs afford faculty myriad opportunities to advance their own professional growth and teaching and research interests by collaborating with vibrant industry, non-profit, and community organization sectors.

Because of our history of innovation and our legacy of strong leadership, Queens is positioned to be among the new forerunners of American higher education. This is a defining moment for Queens. While other institutions are focused on sustaining and surviving, we are thinking much bigger. Institutions that understand what is needed and are willing to reimagine what is possible can position themselves to thrive and strengthen their market position after the pandemic with innovative approaches that are deeply connected to the world and its greatest challenges.

By 2030, Queens aspires to become the leading, private, national university of Charlotte with deep, meaningful, and reciprocal connections to the needs of our local community and economy; inventive and multidisciplinary academic programs that are connected to the world’s most pressing challenges and biggest areas of opportunity; a fully connected, integrated, and innovative set of experiences that support holistic wellness and wellbeing; a culture of continuous improvement and investment that enables faculty and staff to flourish and achieve their full potential; and a comprehensive approach to diversity, equity, and inclusion that begins on campus and radiates throughout the community.

Benefits
Queens offers comprehensive benefits to eligible employees, including: medical, dental and vision insurance, domestic partner benefits, defined contribution (matching) and supplemental 403(b) retirement plans, vacation and generous paid holidays, tuition remission and tuition exchange, Queens-paid life insurance, supplemental life insurance, dependent life insurance, accidental death and dismemberment insurance, flexible spending accounts (medical, dependent care, Health Savings Account), sick leave and long-term disability leave, paid parental leave, FMLA leave when eligible, reduced cost meals at Morrison Dining Hall, employee assistance program (EAP), free access to the Levine Center, wellness programs. In addition, employees may choose benefits such as pet insurance, critical care insurance and legal assistance.

Queens University of Charlotte is an equal opportunity employer and is firmly committed to supporting and celebrating all forms of diversity. Queens does not discriminate on the basis of race, color, gender, sex (including pregnancy, child birth and conditions related to pregnancy or child birth), sexual orientation, gender identity or expression, religion, age, national origin, disability, political beliefs, veteran status, genetic information or any characteristic protected by law in the administration of its educational and admissions policies, scholarship and loan programs, athletic programs, employment and hiring policies, or other University-administered programs.

Any individual with a disability who needs any reasonable accommodation under the Americans with Disabilities Act to apply for a position or otherwise to participate in Queens’ job search/selection process should contact the Director of Human Resources at 704.337.2222.

Physical Requirements (with or without reasonable accommodation)
- **Visual Abilities:** Read reports, create presentations, and use a computer system.
- **Hearing:** Hear well enough to communicate with co-workers, vendors, and students.
• **Dexterity, Grasping, Feeling:** Write, type, and use the telephone, copier, and computer systems.
• **Mobility:** Open files and operate office machines; move between departments and attend meetings across campus.
• **Talking:** Frequently convey detailed or important instructions and ideas accurately.
• **Lifting, Pulling, Pushing:** Exert up to 20 pounds for force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
• **Cognitive/Emotional:** Ability to critically think and concentrate. Able to respond quickly to changes in conditions.

**Work Conditions**

• Work in office environment, involving contact with faculty, staff, students, parents, service providers and vendors.
• Work has deadlines, multiple interruptions, high volume and may be stressful at times.

*This description is not intended to be an all-inclusive list of the duties and responsibilities of this positions, nor are they intended to be such a listing of the skills and abilities required to do the job. Rather, they are intended to describe the general nature of this position.*