

RAMAPO COLLEGE OF NEW JERSEY
JOB DESCRIPTION

TITLE: Assistant Vice President of Marketing and Communications

DESCRIPTION POSITION NUMBER: 637052

INCUMBENT: Melissa Horvath-Plyman

UNIT/DIVISION: Academic Affairs / Enrollment Management

DATE: 11/1/2016

RAMAPO COLLEGE OF NEW JERSEY:

Mission: Ramapo College of New Jersey is New Jersey's Public Liberal Arts College, dedicated to providing students a strong foundation for a lifetime of achievement. The College is committed to academic excellence through interdisciplinary and experiential learning, and international and intercultural understanding. Ramapo College emphasizes teaching and individual attention to all students. We promote diversity, inclusiveness, sustainability, student engagement, and community involvement.

Established in 1969, Ramapo College of New Jersey has an enrollment of 5,000 students and offers bachelor's degrees in the arts, business, humanities, social sciences and the sciences, as well as in professional studies, which include nursing and social work. In addition, Ramapo College offers courses leading to teacher certification at the elementary and secondary levels. The College also offers eight graduate programs as well as articulated programs with Rutgers, The State University of New Jersey, New York Chiropractic College, New York University College of Dentistry, SUNY State College of Optometry and New York College of Podiatric Medicine. The College is ranked as fifth in the Best Regional Public Universities North category by U.S. News & World Report.

Undergraduate students choose to concentrate their studies in one of five schools with more than 539 course offerings and 36 academic programs. Ramapo College boasts an average student/faculty ratio of 18:1 and average class size of 23, affording students the opportunity to develop close ties to the College's exceptional faculty.

POSITION TYPE/EXPECTED HOURS OF WORK:

This is a full-time, managerial position, and days of work and hours are Monday through Friday, 8:30 a.m. to 4:30 pm. Note: This position is in the "NL" category of employment (non-fixed work week) and individuals in this role have no claim or entitlement to time off or cash compensation for hours worked beyond their normal schedule. Occasional evening and weekend work may be required as job duties demand. It is the policy of the College to grant hour for hour compensatory time off, with advance approval, only when employees are required to work on a

regularly scheduled day off, Saturday, Sunday or a holiday. Time earned must be used within one fiscal year from the time it is earned.

JOB SUMMARY:

This position reports to the Vice President of Enrollment Management and Student Affairs and serves as the primary director for all marketing and communication activities at Ramapo College as well as serves as the Chief Brand officer for the College. The Assistant Vice President of Marketing and Communications will be responsible for designing and implementing an integrated marketing campaign that will support and help the College to reach the goals of the Ramapo College strategic plan. Major responsibilities include overseeing all design and placement of college ads, providing oversight and supervision of the college's marketing efforts, web administration, social media, Public Relations, publications, and internal and external communication and increases Ramapo's visibility in the community.

Responsible for managing communications to promote the strengths of the college, especially in the areas of institutional relations, marketing, alumni and parent engagement, fundraising, news, media relations, social media, electronic and video communications, emergency management and crisis response, and general institutional messaging.

This position directly supervises the Director of Publications, the Associate Director of Digital Marketing, the Public Relations specialist, the College Photographer and Social Media and Content Strategies.

DUTIES:

The Assistant Vice President is responsible for the leadership, direction, supervision and evaluation of the following entities, including staff development, supervision and evaluation:

- Marketing and Web Administration
- Communications and Public Affairs
- Publications
- Social Media

Develops, implements and assesses the College's integrated marketing plan to meet the goals of the college's strategic plan and annual enrollment goals.

Oversees design of all college marketing materials for use by a wide variety of college offices including Enrollment Management and Institutional Advancement.

Oversees the brand standards and messaging of the College, ensures it is consistent across college communications and effectively tailored for relevant audiences and revises the brand and College-wide graphic standards and related policy as needed.

Develops and implement a strategy for web site revisions, including content management systems, navigation, design and user testing.

Oversees the design, development, placement and distribution of all college marketing materials.

Provides guidance and supervision of consultants and agencies to achieve college goals through projects, materials and opportunities.

Manages the Unit's budget.

Oversees emergency communication messaging for the College with the support of other units including the College spokesperson, ITS, Emergency Planning, Public Safety and other units as necessary.

Collaborates with the Office of Government Relations to steward relationships with federal, state and local elected officials; fosters and coordinates relationships and activities with Association of State College and Universities, other advocacy networks and professional organizations to advance the College's and Unit's goals.

Works with the President, President's Office and/or Board of Trustees to develop, prepare and promulgate official communications; as well as to articulate the College position on complex and sensitive issues.

Initiates editorial meetings for the President.

Enhance the College's image and brand visual identity.

Remains current on all issues and news reports that impact Ramapo College.

Identifies potential news and feature stories to support College initiatives.

Maintains meaningful contact with various media outlets, facilitating the dissemination of news and feature stories.

Remains knowledgeable about relevant cutting edge communications techniques and technology.

Identifies needs for market research, implements necessary studies and analyzes results.

Works with the Admissions, Institutional Advancement, and other campus offices to develop effective marketing and communication materials and strategies.

Produces content for the College's website, social media and print and online publications.

Keeps current on best practices related to web, social media, marketing and brand development.

Works evenings and weekends when necessary.

REQUIREMENTS:

EDUCATION:

Master's Degree required in marketing, communications, or related field

EXPERIENCE:

Minimum of five to eight years of senior professional experience and demonstrated success in marketing campaign execution. Demonstrated knowledge of market research, promotion, advertising, public relations, web, print, broadcast and social media.

KNOWLEDGE/SKILLS/ABILITIES:

It is expected that a successful candidate for this position will:

Have exceptional verbal, writing and editing skills.

Be a proven strategist.

Have proven managerial and budget management experience.

Possess superb interpersonal skills.

Have a demonstrated record of leading, coaching, and energizing staff.

Have a demonstrated record of leading an integrated marketing campaign.

Able to collaborate, be organized, set goals, manage multiple tasks, work under tight deadlines, and solve problems.

Ability to understand and use analytical data to effect change.

Ability to handle highly sensitive information.

Understanding of the full array of media tools, including print, broadcast, social media and web.

ADDITIONAL KNOWLEDGE/SKILLS/ABILITIES:

Have a clear understanding of the mission and values of a public liberal arts college.

Expertise and hands-on ability in one or more of the following areas: graphic design, writing, web programming, photography, creative direction, print production, social media, data analytics, and/or digital strategy.

Proven experience with both social media and web technology such as coordinating online news and information or through the use of emergency communication tools.

Excellent collaborative skills, including strategic thinking, problem-solving, and resource management.

Broad interest in and understanding of higher education issues.

Experience overseeing the production cycle of publications.

Direct experience developing or implementing social media strategy.

Ability to create an "agency" orientation within an institutional.

Must have the ability to lead and relate to a diverse population of students, faculty, administrators and staff.

EEO Statement:

Ramapo College is an Affirmative Action/Equal Employment Opportunity Employer. Ramapo has a long history of advocating, advising, and supporting diversity, equity, and inclusiveness. Examples can be found in its mission statement, strategic plans, degree and course offerings, community outreach programs, the Diversity Action Committee offerings, and the other numerous diversity conferences and programs. Ramapo's commitment to diversity and inclusion is infused across all facets of the College; where the environment is welcoming, dedicated to social justice, respectful of freedom of expression, focused on educating and having an ongoing conversation regarding cultural competence and the benefits and importance of diversity.