

HUBBARD COLLEGE OF ADMINISTRATION OF TAMPA BAY, INC.

Job Description: Vice President of Communications and External Relations Hubbard
Organization: College of Administration of Tampa Bay, Inc. (the "College")
Office: 630 Chestnut Street | Clearwater, FL 33756 | www.hcatampabay.org
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SUMMARY OF POSITION:

The Vice President of Communications and External Relations oversees Division 6C, "Communications and External Relations" of the College.

Under the direction of the President, the Vice President of the Communications and External Relations Division is responsible for providing leadership and direction to the departments of Division 6C with direct oversight of the Director of Promotion and Marketing, the Director of Public Relations and the Director of Success.

The Vice President of Communications and External Relations provides direction and supervision to the promotion and marketing, public relations and success operations of the College. The Vice President of Communications and External Relations ensures the number of students enrolled generates revenue surpassing expenses and contributes to creating a dynamic, engaged community of current, former and prospective students actively seeking additional educational offerings and services provided by the College.

The Vice President of Communications and External Relations oversees promotion and marketing efforts to produce compelling marketing materials, thus shaping the institution's brand image, driving student enrollment and enhancing engagement with various stakeholders and is responsible for supervision of the College's customer relationship management system to ensure effective communication and relationship-building with prospective and current students, alumni and other key constituents.

The Vice President of Communications and External Relations provides leadership and direction in the development and implementation of comprehensive marketing strategies to promote the College's programs, initiatives and achievements by staying updated on industry trends, market dynamics and competitor activities to identify opportunities for innovation and improvement while collaborating with senior leadership to ensure marketing efforts align with the College's overall goals and objectives.

The Vice President of Communications and External Relations oversees the implementation of comprehensive public relations strategies to enhance the institution's visibility, reputation and brand image; leads the development of key messages and public relations plans to effectively communicate the College's mission, achievements and initiatives to external audiences, including media outlets, community partners and alumni and monitors media coverage and public sentiment, proactively addressing any issues or crises that may arise and mitigating negative publicity.

The Vice President of Communications and External Relations has primary leadership responsibilities for planning, implementing and coordinating a comprehensive array of promotion, marketing and public relations services of the College. In assuming these responsibilities, the Vice President works closely with deans, directors and other administrators.

The Vice President of Communications and External Relations serves as a spokesperson for the College in media interviews, public speaking engagements and other external forums, representing the institution with professionalism and integrity and in alignment with the advancement of the goals and objectives of the College.

The Vice President of Communications and External Relations is responsible for the selection and professional development of administrators and staff within the communications and external relations team and provides guidance and support to staff members ensuring the effective execution of responsibilities.

The Vice President of Communications and External Relations serves as an advisor to the President in matters related to communications and external relations programs and services.

The Vice President of Communications and External Relations works with all the Division Vice Presidents on matters related to the coordination of respective programs and services.

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The Vice President of Communications and External Relations will be accountable for the achievement of the College goals and objectives within the scope of communications and external relations as set forth in the College's Strategic Plan.

The candidate for this position is an experienced leader with a clear, focused commitment to providing leadership and vision to the communications and external relations division of the institution. This candidate is a creative, visionary leader who will inspire staff, colleagues and the community.

The candidate is a critical thinker who seeks innovative solutions to problem-solving and possesses outstanding interpersonal, written and oral communication skills.

The candidate is highly ethical, trustworthy, credible, loyal and respectful of varying views and opinions.

The candidate is flexible and is a person whose leadership style is collegial, approachable and is accessible on campus and in the community.

The candidate is able to delegate responsibility and authority while maintaining accountability.

The candidate fosters cohesion and a sense of unity for the good of the College community.

ESSENTIAL FUNCTIONS AND DUTIES

- Develops and implements comprehensive communication strategies to promote the mission, programs and achievements of the College to external audiences, including prospective students, parents, alumni, donors, community partners and the media;
- Provides strategic guidance and oversight for all communication activities, including branding, marketing campaigns, media relations, social media, website management and internal communication initiatives;
- Leads the development and execution of integrated marketing campaigns to recruit and retain students, increase enrollment and enhance the institution's competitive position in the marketplace;
- Cultivates and maintains relationships with media outlets, journalists, influencers and key stakeholders to generate positive media coverage and manage crisis communication efforts effectively;
- Oversees the creation of compelling content, including press releases, articles, blog posts, videos, testimonials, success stories and other materials to engage target audiences and promote the College's brand and values;
- Collaborates with academic departments, administrative units and student organizations to identify communication needs and opportunities for collaboration to support institutional priorities;
- Leads efforts to gather and showcase student testimonials, success stories and impact metrics that demonstrate the value and impact of the College on students, alumni and the community;
- Provides leadership and supervision to the communication team including hiring, training, performance evaluation and professional development to ensure a high-performing and cohesive team;
- Monitors and analyzes communication metrics and key performance indicators to evaluate the effectiveness of communication strategies and campaigns, making data-driven decisions to optimize results;
- Serves as a spokesperson for the College in media interviews, public speaking engagements and other external forums, representing the institution with integrity, professionalism and authenticity;
- Stays abreast of emerging trends, best practices and technologies in communication, marketing and public relations within the higher education sector incorporating innovative approaches to achieve strategic objectives;
- Understands and appreciates the mission of the Hubbard College of Administration of Tampa Bay and is able to relate it to all constituencies; aids in making decisions consistent with the mission and goals of the College.

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- Represents the College as the Vice President of Communications and External Relations at professional meetings and conferences; serves on relevant committees and commissions; makes presentations at meetings, workshops and events as assigned;
- Participates in open sessions of the Board of Trustees as needed;
- Prepares, submits and monitors the annual budget for areas of responsibility;
- Completes other duties as assigned by the President;
- Follows safety rules and maintains personal safety and the safety of others including maintaining a clean and safe work area;
- Records and reports information accurately as required; and
- Follows employee and organizational policy.

NON-ESSENTIAL FUNCTIONS AND DUTIES

- Participates in ongoing training.
- Other duties as may be assigned, directed, or requested.

KNOWLEDGE, SKILLS AND ABILITIES

The Vice President of Communications and External Relations will have the following:

- In-depth knowledge of strategic communication principles to effectively convey the College's message to various stakeholders;
- Knowledge of trends, challenges and opportunities in the higher education sector to tailor communication strategies accordingly;
- Strong leadership abilities to lead a team effectively and inspire them to achieve the College's communication goals;
- Exceptional verbal and written communication skills for crafting compelling messages, speeches, press releases and other communication materials;
- Skill in building and maintaining relationships with media outlets to ensure accurate and favorable coverage of the College's activities and initiatives;
- Ability to plan and execute various events, including commencement, conferences, seminars and alumni gatherings to engage stakeholders and promote the College's brand;
- Skill in developing comprehensive public relations strategies to enhance the College's reputation, attract prospective students and cultivate positive relationships with the community;
- Ability to utilizing data analytics tools to measure the effectiveness of communication strategies, track key performance indicators and generate reports for departmental planning;
- Ability to manage budgets and allocate resources effectively to support communication initiatives and activities;
- Ability to oversee the dissemination of accurate and timely information to the public through various channels, including the College's website, social media platforms, newsletters and press releases;
- Ability to utilize CRM software to manage relationships with key stakeholders, alumni, donors and prospective students to enhance engagement and support fundraising efforts;
- Ability to develop strategies to collect and showcase testimonials from students, alumni, faculty and other stakeholders to demonstrate the College's impact and success;

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- Knowledge of the Hubbard College of Administration Management System;
- Knowledge of relevant state and federal regulations governing higher education including, but not limited to, Florida's regulatory environment for private colleges.

REQUIRED QUALIFICATIONS

The Vice President of Communications and External Relations will possess:

- A master's degree from an accredited institution in communications, marketing, public relations or a related field;
- Three years of administrative level leadership and experience in higher education that demonstrates proven experience in developing and executing communication strategies to enhance the reputation and visibility of the institution; or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above; and
- An understanding of the mission of the College and the Hubbard College of Administration Management System.

DESIRED QUALIFICATIONS

The desired qualifications for this position are:

- An earned doctorate from an accredited institution;
- Three years of senior administrative level leadership and experience in higher education of increasing responsibility involving communications and public relations functions;
- Strong strategic thinking and analytical skills, with the ability to develop and execute integrated communication plans that align with institutional goals and priorities; and
- Demonstrated knowledge of and experience in media relations, crisis communication and reputation management with a track record of effectively navigating challenging situations.

PHYSICAL REQUIREMENTS

The requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee:

- Must be able to type on a computer keyboard, using a computer mouse and computer monitor for 8 hours at a time.
- Must be able to sit at a desk for approximately 8 hours per day (with periodic breaks allowed) while using a computer.
- Must have manual dexterity to be able to use a computer, phone, and camera and related equipment in an office environment.

LANGUAGE SKILLS

Strong writing skills for drafting press releases, speeches, articles, website content, social media posts and other communication materials. The ability to write clearly, persuasively and succinctly, ensuring that messages resonate with the intended audience. Detailed and proficient in editing and proofreading to ensure accuracy, clarity and consistency in written communications including correcting grammar, spelling, punctuation and formatting errors to maintain professional standards.

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MATHEMATICAL SKILLS

Knowledge of statistical theories and principles. Ability to accurately assess and interpret data and trend analysis.

REASONING ABILITY

The ability to analyze information, identify patterns and evaluate the credibility and relevance of data is essential for developing effective communication strategies and making informed decisions.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job:

- Work is performed primarily in an office environment.
 - The noise level in the work environment is usually quiet to moderate.
 - The employee must be able to work in a fast-paced team environment.
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