



POSITION DESCRIPTION

TITLE: Associate Vice President for External Relations, Communications & Development **CATEGORY:** Administrative
FLSA STATUS: Exempt **GRADE:** F

JOB SUMMARY: Associate Vice President for External Relations, Communications & Development will assume broad based, change-oriented responsibilities for community relations, fund development, marketing, and communications to external constituencies who play a vital role in the future growth and positioning of El Paso Community College. Provide leadership for the College in a creative, efficient and integrated approach to its internal and external community relations responsibilities.

In-person work on campus is an essential function of this position.

ESSENTIAL FUNCTIONS:

YEARLY PERCENT OF TIME

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| 1. Oversee and support District staff, including the Executive Director of Resource Development, in researching and identifying external funding resources for the District. Provide leadership and facilitate proposal planning, development, budget negotiations, implementation, administration and compliance monitoring for the District. Inform College of available programs and funds; provide technical assistance regarding policies and procedures and various funding sources which govern assistance applications and agreements. Assist in the development of grants, monitor activities and compliance, maintain records and generate reports on the external funding of the College. | 25% |
| 2. The Associate Vice President will review and provide appropriate leadership for annual marketing, media, branding and communication plans of the various operating units including the Marketing & Community Relations department, across the District and will establish annual goals, drive implementation, and review progress with a small team of direct reports who will coordinate these activities. | 25% |
| 3. Lead the development of external strategies, plans, programs (including resource needs) that support the overall strategic goals of the College. Provide strategic counsel and support to the President, as needed, for external relations, communications and outreach initiatives of the College including key departments, programs, and fundraising initiatives. Initiate and propose new communications initiatives that further the College's brand and organizational goals. | 20% |
| 4. Develop, implement, monitor and evaluate internal and District procedures related to assigned departments. Ensure District policies and procedures and other applicable laws and regulations are used to guide the activities of the department. Assess short and long-term departmental/district needs; develop strategies and make recommendations regarding funding sources and allocation of resources for areas of responsibility. | 10% |

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| 5. Responsible for personnel management activities of assigned staff; including recommendation for employment, promotion, supervision, performance evaluation and guidance and support concerning professional development. | 10% |
| 6. Develop and execute various special events intended to generate new prospects or revenue in support of defined priorities; establish and maintain operational goals, and define budgetary requirements for each developmental activity or event. Plan, develop, monitor and manage assigned budgets. | 5% |
| 7. Perform other duties as assigned. | 5% |

SUPERVISORY RESPONSIBILITIES: Departmental staff assigned including Marketing & Community Relations and Resource Development.

BUDGET RESPONSIBILITIES: Departmental budgets.

ESSENTIAL QUALIFICATIONS:

EDUCATION: Master's Degree in Communications, Education, or a related field.

EXPERIENCE: Seven (7) years of related experience in education, education administration, communications, marketing, or business.

SPECIAL CONDITIONS:

1. This is a security-sensitive position as defined under the Texas Education Code, Section 51.215; the successful applicant will be required to undergo a criminal background check, as permitted and/or required by applicable law, and in accordance with the College's policies and procedures.

SPECIAL SKILLS AND ABILITIES:

1. Skills/Abilities:

- Comprehensive knowledge of community college administration, fiscal management, community development techniques and group process skills;
- Comprehensive knowledge of grant development, strategy, implementation and compliance;
- Comprehensive knowledge of organizing and conducting programs, campaigns, special events and activities to develop financial support for the College and the Foundation;
- Comprehensive knowledge of non-profit board governance and administrative support;
- Ability to seek and obtain resources properly and effectively;
- Comprehensive knowledge of developing, executing and evaluating strategic communication plans with an emphasis on marketing and branding;
- Experience leading and managing personnel;
- Comprehensive knowledge and experience dealing with external dignitaries and constituents at the national, state and local levels;
- Excellent communication, written and verbal, and interpersonal skills;
- Ability to oversee all phases of grant development;
- Experience developing and executing budgets;
- Ability to meet people easily and to solicit a favorable response;
- Experience developing and conducting presentations.

2. **Equipment Used:** Personal computer and other equipment associated with a general office environment (copier, phone, fax, etc.)
3. **Software Used:** A variety of word-processing, spreadsheet, database, e-mail, and presentation software.

PHYSICAL REQUIREMENTS:

The physical demands 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 is regularly required to use hands to handle or feel. The employee is frequently required to walk, sit and talk or hear. The employee is occasionally required to stand, reach with hands and arms and stoop, kneel, crouch, or crawl. The employee must occasionally lift and move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

INTERPERSONAL SKILLS:

Alternative or combined skills in understanding, negotiating, selecting, developing, and motivating people are important to the highest degree due to constant interaction with other people, at any level within the organization or the community, position's accountability for the development, motivation, assessment, and reward of employees, and to deal with irrational situations where the outcome is unpredictable.

WORKING CONDITIONS:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.

POSITION TITLE:	Associate Vice President for External Relations, Communications & Development
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PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands and work environment factors described below are representative of those that must be met by an employee to*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk			X	
Sit			X	
Use hands to finger, handle or feel				X
Reach with hands and arms		X		
Climb or balance	X			
Stoop, kneel, crouch, or crawl		X		
Talk			X	
Hear			X	
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds		X		
Up to 25 pounds	X			
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions(non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold(non-weather)	X			
Extreme hot (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements	X
Close vision (clear vision at 20 inches or less)	X
Distance vision (Clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	

The intent of this job description is to provide a representative and level of the types of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Employee may be directed to perform job-related tasks other than those specifically present in this description.

I certify that I have received a copy of this job description. I have read and understand the duties and responsibilities of this position.

X
Employee Signature *Date*