

Idaho State University
Pocatello, Idaho

Position Specification

Associate Vice President for Marketing & Communications
August 2015

Prepared by:
Summit Search Solutions, Inc.



Idaho State

UNIVERSITY

www.isu.edu

THE INSTITUTION

Idaho State University (ISU) combines exceptional academics amidst the grand natural beauty of the West. ISU faculty and students are leading the way in cutting-edge research and innovative solutions in the areas of energy, health professions, nuclear research, teaching, humanities, engineering, performing and visual arts, technology, biological sciences pharmacy and business. ISU is the state's designated lead institution in health professions and medical education.

Idaho State University, a Carnegie-classified doctoral research high and teaching institution founded in 1901, serves a diverse population by attracting students from around the world to its Idaho campuses. At the main campus in Pocatello, and at locations in Meridian, Idaho Falls and Twin Falls, ISU offers access to high-quality education in more than 280 programs. Almost 14,500 students attend ISU, receiving education and training in those programs. To read more, visit: www.isu.edu

Location: Pocatello, Idaho

THE OPPORTUNITY

The **Associate Vice President for Marketing and Communications** is responsible for overseeing the strategic direction and planning, coordination, and management of the University's marketing, public relations and strategic communications program. In an era where universities are in stiff competition for high quality students and donor support, the AVP will regularly canvass the activities of competitors and keep ISU on top in all areas of marketing and communication.

The AVP reports to the Vice President for University Advancement and works with both external and internal constituencies to strategically create and communicate the University's messages and ensure overall continuity and improvement, where necessary, of institutional brand consistency and image. The AVP is expected to understand and remain abreast of emerging trends and technology and ensure that those under his or her supervision also remain current in their respective areas of responsibility.

Key Responsibilities:

- Initiate, develop, implement, evaluate and continually improve upon strategies to improve and enhance internal communications within the University.
- Provide leadership, supervision, mentoring and opportunities for learning enhancement and improving performance for a specialized staff in the areas of media relations, graphic design, photographic services, videography, web communications and social media.
- Research, evaluate, and propose promotional strategies that address University marketing initiatives, particularly in reference to brand positioning, fundraising and student recruitment.
- Use market research data and knowledge of current best practices to determine the most effective techniques and approaches for reaching target audiences, and put this information into action.

- Identify the needs and interests of various constituent groups, including faculty, staff, students, administration, alumni, donors, and legislators for the purpose of addressing those needs in the performance of the job.
- Oversee and coordinate the University's Key Communicators group to ensure consistent communication and strengthen the image and reputation of the University.
- Serve as the University's media spokesperson.
- Maintain University-wide graphics standards. Educate faculty and staff about the proper use of such standards. Develop, maintain and promote a suite of complementary graphic design productions and advertising as needed.
- Direct the social and new media efforts of the University, including content development and messages for Facebook, Instagram, Twitter, and other such online media.
- Oversee the production of high quality institutional publications, including Bengal Tracks eNewsletter, News & Notes and ISU Magazine.
- In collaboration with the Office of Admissions and the Graduate School, oversee the production and placement of targeted advertising to enhance student recruitment, including social media, radio, TV and print.
- Direct the architecture and messaging of the University's website and oversee an efficient and effective transition to a campus-wide Content Management System by all units within the University.
- Provide artistic direction to the graphic design, photography, and video efforts of the Office of Marketing and Communications.
- Organize and host press conferences when appropriate.
- Chair the Marketing Materials Committee, which reviews materials submitted by units for distribution internally and externally for quality and adherence to graphic standards.
- Be available at all times (and appoint a substitute when this is impossible) to handle urgent or sensitive communications issues in time-sensitive situations.

Qualifications:

- Bachelor's degree in marketing, communications or public relations required from an accredited institution of higher education; master's degree strongly preferred.
- 8-10 years of relevant experience, preferably in a higher education setting, including three years of experience in a leadership role.
- Superior communication skills: written, verbal, and listening.
- At least three years of experience in marketing, marketing research and assessment.
- Demonstrated ability to manage a staff and motivate them to continually improve their skills and understanding of their jobs.
- Demonstrated strong organizational planning and problem-solving skills, including trendsetting initiative and a willingness to try new strategies.
- Understanding of budgeting and financial planning, strategizing for highest ROI.

- In-depth understanding of how social media is used to enhance communications with constituencies.
- Ability to remain calm and effective in stressful, fast-paced situations, and to maintain confidentiality when necessary.

PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled.

Please submit resume and cover letter upon application. Click the following to apply. [Apply Now](#)

Or copy and paste the following link into your browser:

<https://summitsearchsolutions.catsone.com/careers/index.php?m=portal&a=apply&jobOrderID=5819540&portalID=5652>

For nominations or further information:

Stephanie Fowler

Senior Consultant

Summit Search Solutions, Inc.

Direct: 530-677-9945

sfowler@summitsearchsolutions.com

Carrie Coward

President

Summit Search Solutions, Inc.

Direct: 828-669-3850

ccoward@summitsearchsolutions.com

Idaho State University values individuals with varying traditions, cultures, identities, expressions, orientation, religious beliefs, economic backgrounds, racial and ethnic origins. ISU believes that promoting diversity and a respectful work and learning environment is a key component to preparing students for success in a global economy. ISU strongly encourages applications from candidates who share these values.



[Summit Search Solutions, Inc.](#) is a boutique executive search firm dedicated to serving education, healthcare and not-for-profit communities nationwide. Summit employs passionate search professionals who know and believe in the organizations and talent they represent and are committed to placing the right candidate in the right job. Based in Asheville, NC, Summit has a team of experienced recruiting consultants in strategic locations across the country including New York, North Carolina, Colorado, and California. Summit brings precision, process, and passion to its work.



POCATELLO AND SOUTHEAST, IDAHO

Southeast Idaho is centrally located between Salt Lake City Utah and the popular vacation destinations of Yellowstone National Park, Grand Teton National Park and Jackson Wyoming. Southeast Idaho is often thought of as the outdoor lover's paradise as it has something for everyone. The hills and the spectacular northern Rockies around Pocatello Idaho are covered with mountain bike trails as well as a wealth of outdoor activities such as camping, fishing, hiking, hunting, skiing, boating etc.

Interesting facts about Pocatello and Idaho: (information taken from <http://www.visitidaho.org/moving-to-idaho/> and <http://www.pocatelloidaho.com/pages/LifeinPocatello/>)

- The city of Pocatello is located in southeast Idaho and nestled at 4,448 feet in the western foothills of the Rocky Mountains along the Oregon Trail.
- Pocatello has an unusually desirable four-season climate where clear, sunny and dry is the norm.
- Residents of Pocatello enjoy the city's 32 parks, a Museum of Natural History, the Fort Hall Replica, Golf Courses, Swimming Complex, Bike & Hiking Trails, Pocatello Junction, Skate Park, and the Pocatello Zoo.
- Bannock County has a population of 82,539 and the county seat is located in Pocatello which is populated by 54,255 residents.
- Based on average housing costs, utilities, health care, transportation, groceries and other services, Idaho's cost of living is the second lowest of the 11 western states.
- Idaho has a strong and diversified economy. Manufacturing and agriculture remain top industries while high-tech, tourism, retail, healthcare, business and information services are growth sectors.
- According to FBI statistics, Idaho's crime rate is the lowest in the West. The rate of serious crime is 21.3 percent less than the national average.
- Idaho has more river miles than any other state, 3,100 miles.

For additional information on Pocatello and Southeast Idaho, please visit:

City of Pocatello Idaho, <http://www.pocatello.us/>
Idaho State Journal (local news), <http://www.idahostatejournal.com/>
Visit Pocatello.com, <http://www.visitpocatello.com/>
Greater Pocatello Chamber of Commerce, <http://www.pocatelloidaho.com/>
History of Pocatello, <http://www.youtube.com/watch?v=EZayOwErfTg>
Idaho Adventures in Living, <http://www.visitidaho.org/regions/southeastern/>
Bannock County, <http://www.co.bannock.id.us/index.htm>

