

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: VICE PRESIDENT - INSTITUTIONAL EFFECTIVENESS AND COLLEGE RELATIONS

PAY GRADE: A-4

OVERTIME STATUS: EXEMPT

MAJOR RESPONSIBILITY:

Provide executive leadership and administrative direction for Marketing and Public Relations, Institutional Research and Effectiveness, Resource Development and Accreditation, Title IX Compliance, Collegewide Planning, and Professional Development. Carry out special projects as assigned by the president.

At the College of Central Florida, our vision is to be "Your first choice for quality higher education." We aim to accomplish this by providing a caring and exceptional learning environment that fosters the success of our students and community. Candidates considering becoming part of the CF family must be able to embrace and model this philosophy in their day-to-day responsibilities and demonstrate our standards: professional, responsive, informative, dependable, and engaged.

PREREQUISITES FOR POSITION (Qualification Standards):

1. Education or Training: Master's degree required; Doctorate preferred.
2. Years of experience in the field: Six years of experience in progressively responsible positions in education; community college experience preferred in areas related to assigned responsibilities.
3. Special skills or abilities related to the position:
 - Ability to establish and maintain effective working relationships with students, faculty, staff, and other constituents of the college and the community at large.
 - Knowledge of state and federal regulatory laws and accreditation standards as they relate to community colleges and programs administered by this position.
 - A proven leader with superior project management and networking skills with a strong ability to manage, work in teams, and share responsibility and credit.
 - Experience building coalitions and partnerships to move programs forward.
 - Ability to handle complex sensitive assignments and work with challenging situations through diplomacy and negotiating skills.

ESSENTIAL JOB FUNCTIONS:

1. Review and approve annual department budgets.
2. Work with department heads to establish strategic direction for each department.
3. Lead the development of communication strategies to enhance the college's reputation and relationships with key external constituencies and provide communication support to all departments across the college.
4. Lead the marketing, public, and community relations team to create clear and consistent messages and disseminate them with integrated and innovative methods.
5. Lead the college's media relations strategy.
6. Oversee the implementation of an effective and integrated community relations strategy.
7. Collaborate with the Foundation Office to support marketing functions related to fundraising.
8. Provide executive leadership for strategic planning and the collegewide annual planning process.
9. Oversee institutional research to support effective data management and decision support systems and submission of state and federal reports.
10. Provide leadership oversight for the College's decennial SACSCOC reaccreditation process; Annual evaluation and monitoring of the college's strategy for maintaining compliance with SACSCOC criteria.
11. Supervise the college's Resource Development office.
12. Oversee the planning, development, and implementation of a collegewide grant administration process.
13. Provide strategic leadership for the college's compliance with federal and state discrimination and harassment laws.
14. Oversee the development, implementation, and evaluation of professional development plans for the college in coordination with the office of professional development.
15. Develop and recommend revisions to policies and/or procedures related to departments as appropriate.
16. Participate in professional development for the purpose of keeping current with trends and issues that relate to resource development, institutional research and effectiveness, marketing and public relations, professional development, collegewide planning, and Title IX compliance.
17. Serve as the College representative to select community groups as determined by the College President.
18. Serve as a member of the College's executive team.
19. Regular and recurring overnight and out-of-district travel are required.
20. Carry out special assignments for the president and other duties as assigned.
21. Due to the scope of responsibility of this position and the need for the College to communicate both during the weekday and after regular work hours, the employee must possess a cell phone and provide the number to Human Resources, the immediate supervisor, and the Vice President for Administration and Finance.

(These essential job functions are not to be construed as a complete statement of all duties performed.)

PHYSICAL DEMANDS:

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.

Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

- Acceptable eyesight (with or without correction)
- Acceptable hearing (with or without a hearing aid)
- Ability to clearly communicate both orally and in writing on a telephone and on a computer for extended periods.
- Routinely requires sitting at a desk and viewing a display screen for extended periods
- Ability to access, input, and retrieve information from a computer or other electronic device
- Routinely requires Moderate (up to 40 pounds) lifting and carrying
- Routinely requires Walking, Standing, Sitting, Kneeling, Stooping, Reaching up, Twisting, and Bending

ENVIRONMENTAL CONDITIONS:

- Works inside an office environment.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability)

PRIMARY LOCATION OF JOB: OCALA CAMPUS, BLDG. 1

SUPERVISOR OF POSITION: COLLEGE PRESIDENT