

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: VICE PRESIDENT – INSTITUTIONAL EFFECTIVENESS AND COLLEGE RELATIONS

PAY GRADE: A-20

OVERTIME STATUS: EXEMPT

MAJOR RESPONSIBILITY:

Provide leadership and administrative direction for Marketing and Public Relations, for the Office of Institutional Effectiveness, the Appleton Museum of Art, the Hampton Center, and the Office of Grants Funding. Carry out special projects as assigned by the president.

At the College of Central Florida, our vision is "To be the first choice for quality higher education in our community." 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 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 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 strong ability to manage, to work in teams and to 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.

Revised 06-30-14 - Title changed from Executive Director Institutional Effectiveness

Revised 11-22-13 - Title changed from Executive Director, Institutional Effectiveness and Government Relations

Revised 9-1-12 - Title changed from Executive Director - For College & Community Relations

Revised 7-12-10

Revised 5-1-07

10/18/05

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 and public relations team to create clear and consistent messages and to disseminate them with integrated and innovative methods.
5. Lead the college's media relations strategy.
6. Collaborate with the Foundation Office to support marketing functions related to fundraising.
7. Provide leadership for strategic planning and the collegewide annual planning process.
8. Oversee institutional research to support effective data management and decision support systems and submission of state and federal reports.
9. Provide leadership oversight for the College's decennial SACS reaccreditation process; Annual evaluation and monitoring of the college's strategy for maintaining compliance with SACS criteria.
10. Supervise the college's grants funding office.
11. Oversee the planning, development and implementation of a collegewide grant administration process.
12. Oversee the implementation of an effective and integrated community relations strategy coordinated through the Hampton Center.
13. Provide leadership to establish strategic direction for the Appleton Museum of Art and to support the implementation of a comprehensive development plan.
14. Develop and recommend revisions to policies and/or procedures related to departments as appropriate.
15. 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 and museum operations.
16. Serve as the College representative to select community groups as determined by the College President.
17. Serve as a member of the College's executive team.
18. Regular and recurring overnight and out of district travel required.
19. Carry out special assignments for the president and other duties as assigned.
20. 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 senior Vice President.

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

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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 the essential functions.

- Acceptable eyesight (with or without correction)
- Acceptable hearing (with or without hearing aid)
- Ability to communicate both orally and in writing on a telephone and on a computer for extended periods of time.
- Routinely requires sitting at a desk and viewing a display screen for extended periods of time
- 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.

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ENVIRONMENTAL CONDITIONS

- Works inside in an office environment.

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

PRIMARY LOCATION OF JOB: Ocala Campus

SUPERVISOR OF POSITION: President

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