



VICE PRESIDENT FOR MARKETING AND COMMUNICATIONS **Position Profile**

Texas A&M University-Corpus Christi (TAMU-CC) invites nominations and applications for a collaborative and forward-thinking individual to serve as the Vice President for Marketing and Communications. The Vice President for Marketing and Communications reports to the President and works with individuals across the university to promote the exciting growth and change at the institution. This is a newly created position and offers a unique opportunity to build an organization that will have a tremendous impact on the strategic goals of the institution.

Marketing & Communications

The Marketing and Communications (MARCOM) department creates and coordinates uniform branding for the university and executes marketing and communications strategies for academic and administrative units across the institution. The Vice President will oversee a staff of 11 and several additional positions have been approved for the incoming Vice President to hire. The Directors of MARCOM's two offices report directly to the Vice President. An overview of these two offices can be found below:

- **Communications & Public Affairs:** This office is responsible for internal and external communications, including:
 - The university's online newsroom;
 - Video/audio production, including commercials, videos for the web, and videos outreach presentations;
 - Coordination with local and national media;
 - Facilitation of public information requests; and
 - Crisis communications through the university's Code Blue Emergency Notification System.

- **Marketing:** This office provides services to develop the university's image and brand, including:
 - Photography;
 - Graphic design;
 - Logo approval, design, and licensing;
 - Web design; and
 - Media and advertising buys and strategy.

The Office of Communications & Public Affairs and the Office of Marketing also share a number of responsibilities, including:

- [The Islander](#) magazine;
- Electronic newsletters and e-communications; and
- Social media.

In addition to leading staff that reside in MARCOM, the Vice President will lead the efforts to coordinate with individuals engaged in marketing and communications activities across the institution.

The University

TAMU-CC is a vibrant, relatively young doctoral-granting university and Hispanic-Serving Institution (HSI). With 12,000 students from 47 states and 54 foreign nations and 1,318 faculty and staff, it combines a heritage of teaching excellence with innovation in research and creative activity, as well as community engagement.

TAMU-CC possesses the key elements to support its move to the next level among its peers as a major Hispanic-Serving research university. The university's strategic plan, [Momentum 2020](#), lays out a bold agenda for developing recognized programs in areas important to the region and nation. To achieve this goal, the university has begun to strengthen and grow its infrastructure to support existing and promising new programs. Services and operations dedicated to student recruitment, retention, and welfare will be expanded to meet increased student demands and enhance the educational experience for all.

TAMU-CC is a member of the Texas A&M University System – a network of eleven universities, seven state agencies and a comprehensive health science center. As a member of the Texas A&M University System, the school benefits from a range of centralized resources, increased visibility and political clout, and opportunities to collaborate in mutually beneficial ways with peers across member institutions and associated agencies.

TAMU-CC is on a trajectory to achieve national recognition as evidenced by the quality of its faculty and staff, the success of its students, the connectedness of its alumni and the excellence of its academic and student life portfolios. Additionally, TAMU-CC has 16 teams competing in NCAA Division I athletics that helps foster a sense of campus and community pride and garner national attention for the university. The university's strategic location on the Gulf of Mexico and on the cultural border with Latin America provides a basis for gaining national and international prominence. TAMU-CC is committed to becoming one of the leading centers of higher education in the Gulf of Mexico region while serving the intellectual, cultural, social, environmental and economic needs of South Texas.

Leadership

This is an exciting time to join the leadership team at TAMU-CC. Due to several retirements, the leadership team will be hiring a new Vice President for Institutional Advancement, Vice President for Marketing and Communications, and Vice President for Academic Affairs. Dr. Kelly Quintanilla was officially named President on September 1st. President Quintanilla has been with the Island University for 24 years, earning the rank of Professor of Communication and serving in multiple administrative roles

(Chair, Director, Dean, and Provost). The successful candidate will join a highly collaborative team dedicated to open communication, data-driven decisions, innovation, efficiency, excellence, and unparalleled student success.

The Community

TAMU-CC has a beautiful main campus located on a coastal island of 240 acres surrounded by the waters of the Corpus Christi and Oso bays – the only university located on its own island. TAMU-CC was ranked first on Best College Reviews' list of "50 Best Colleges By the Sea." Just eight miles from downtown Corpus Christi, the natural setting is enhanced by modern, attractive, and state-of-the-art classroom buildings and support facilities. With a population of over 300,000, Corpus Christi is the largest Texas city south of San Antonio, as well as a coastal city, making TAMU-CC highly attractive to prospective students from throughout the region and beyond.

Responsibilities and Qualifications

Responsibilities of the next Vice President for Marketing and Communications include, but are not limited to:

- Leading the development of a strategic marketing and communications plan that aligns with the goals of the university;
- Coordinating with a wide range of stakeholders across the university to create cohesive marketing and communications efforts;
- Providing leadership, guidance, and mentorship to staff within the department;
- Effectively managing resources in a manner that aligns department efforts with university priorities;
- Identifying key metrics that assess the impact of the department initiatives;
- Overseeing all components of web development, including: content, design, and production;
- Supervising the production of all major publications and multimedia operations which support the university's priorities in: student recruitment; student affairs; teaching and research; alumni and donor relations; special events; community awareness and support; and general public relations;
- Cultivating key partnerships with media executives, business leaders, and Texas A&M System colleagues;
- Managing the university's licensing program and its federally registered trademarks;
- Providing counsel related to reputational management, crisis communication, and public perception;
- Coordinating video and multi-media production;
- Editing publications and press releases; and
- Responding to public information requests.

The successful candidate should possess the following skills and qualifications:

- A graduate degree in an appropriate field;
- Seven years of related professional experience with increasing responsibility;

- Ability to manage a variety of marketing and communications efforts, including web/social media coordination, public relations, media relations, publications, advertising, videography, and crisis management communications;
- Experience effectively managing people and resources;
- A collaborative approach and demonstrated ability to work with a variety of different constituents internally and externally;
- Demonstrated ability to manage multiple projects, meet deadlines, and adapt to changing priorities and needs while delivering timely and accurate results;
- Exceptional verbal and written communication skills;
- Experience with preparing stories and news releases for radio, television, print, social media, and the internet; and
- Previous success in developing, implementing, and assessing a strategic marketing and/or communications plan.

Nomination and Application Process

The Search Committee will begin reviewing applications immediately and continue to accept applications and nominations until the position is filled. However, in order to assure the fullest consideration, candidates are encouraged to have complete applications submitted to the search firm assisting the University by October 23, 2017. Requested application materials include a letter of interest; curriculum vitae; three writing samples; and the names, telephone numbers, and e-mail addresses of at least five professional references. All applications, nominations, and inquiries will remain confidential. References will not be called until after the first screening of applications and then only after the applicant has given explicit permission. All application materials must be submitted electronically in Microsoft Word or PDF format.

Please direct all applications, nominations, and inquiries for the position to the search firm assisting the University at the contact information below:

Ryan Crawford, Partner | Gretchen Hoffman, Senior Associate
 901 Mopac Expressway South
 Barton Oaks Plaza One, Suite 300
 Austin, TX 78746
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Refer to code "TAMUCC-VPMC" in subject line

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