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**JOB POSTING
OFFICE OF HUMAN RESOURCES
September 18, 2017**

POSITION: Vice President of Marketing and Communications

DEPARTMENT: Marketing and Communications

DIVISION: Marketing and Communications

HOURS: Full-Time, Exempt, Monday through Friday, 8:30 – 4:30

Note: as a member of our exempt work force there could be occasions when a commitment beyond the normal workweek may be required.

General Description:

The position of Vice President of Marketing and Communications is a full-time appointment that provides an active role in shaping the New York Chiropractic College's marketing and communications priorities, blending key ideas with a commitment to the College's mission and strategic goals, and enhancing NYCC's visibility and reputation through strengthened public relations. This position provides leadership and direction for the College's marketing, advertising, communications and branding efforts, as well as a strategy and framework for the production of compelling, effective narratives that reflect NYCC's institutional messaging platform.

Organizational Relationships:

1. Reports to the President.
2. Provides supervision to marketing department.
3. Chairs Marketing Committee and oversees content advisory group.
4. Collaborates with other Division Heads.

Specific Duties and Responsibilities:

- Create clear and consistent messages and disseminate them with integrated and innovative methods, including new media, social networking, direct marketing, video, print, institutional partnerships, and the news media.
- Implement a brand strategy that articulates the College's differentiators effectively to targeted audiences that include prospective students, donors, alumni and their patients.
- Manage the NYCC's web presence and digital communications, utilizing current technology and trends to market the College.
- Work with key internal stakeholders to develop tactical marketing and communication plans focused on student recruitment and retention; fundraising; and engagement of key constituents including alumni, patients, alumni parents, media outlets, community contacts, students, faculty and staff.

- Partner with the office of admissions and the schools/programs in their efforts to reach and recruit diverse, academically qualified students who will be successful at NYCC.
- Partner with the office of advancement and alumni affairs in their efforts to create a personal touch and increase the feelings of connectedness with alumni while creating marketing strategies for giving campaigns.
- Develop and proactively lead the implementation of the College's Crisis Communications Plan.
- Oversee the content development, design and production of the College's Transitions magazine and Spinal Column newspaper.
- Advance the College's use of social media and digital marketing incorporating analytic tracking. Incorporate “gamifying” strategies where appropriate.
- Manage internal communications college wide.
- Maintain the College's graphic identity (logo, seal, letterhead, business cards, etc.).
- Write and distribute news releases and story ideas to campus community, newspapers, television stations, and radio stations, coordinate news conferences, handle inquiries from reporters.
- Develop and maintain benchmarks to measure the success of strategic marketing communications.
- Serve as the senior advisor to the institution on all matters related to marketing, communications and public relations including serving as, or directing, spokesperson for the College.
- Chair the communications committee and oversee the content advisory group.
- Serve as liaison between NYCC and any outside marketing agency.
- Maintain a professional relationship with NYCC stakeholders.
- Allocate resources in a fiscally responsible fashion.

Methods of Accountability:

1. Verbal and written communications with Health Center faculty, staff and students.
2. Compliance with the College’s policies.
3. Efficient and effective marketing and community activities that advance the image and mission of the college.
4. Annual performance evaluations by the President with input from other key stakeholders.

Mental and Physical Requirements:

1. Mission focused, passionate, and outcome oriented
2. Effective and professional verbal and written communication skills.
3. Responsible judgment.
4. Projects a positive and professional demeanor.
5. Able to work events which may be scheduled during the day, evenings and occasional weekends.
6. Excellent customer service, time management, organizational, and interpersonal skills required.
7. Basic proficiency in PC use and Microsoft Office programs (Word, Excel, PowerPoint, and Outlook).
8. Ability to manage stressful situations in a fast-paced, multi-task work environment.
9. Some travel required.

Education, Training and Experience:

1. Five year's experience in public relations, marketing or related field, Bachelor's Degree required, Master's Degree preferred
2. Valid driver's license and ability to travel to off-site presentations.
3. Experience in health care, higher education or related fields preferred.

NOTE: Due to the driving/ travel requirements, this position is subject to the College's Motor Vehicle Use Policy and the employee will be required to sign a release upon hire, as well as, annually; so that the College may obtain a Motor Vehicle Report for the personnel file.

If you are interested in applying for this position; please submit a cover letter, resume and contact information for three professional references to: the Office of Human Resources, 2360 State Route 89, Seneca Falls, NY 13148, or e-mail your response to: sbowman@nycc.edu

** Employment is subject to the favorable result of a background investigation and where applicable, confirmation of appropriate degrees and credentialing.*

New York Chiropractic College is an Equal Opportunity employer and does not discriminate against students or employees on the basis of age, race, color, creed, gender, sexual orientation, or handicapping conditions (or any other protected status) in its educational programs, financial aid, activities, admissions and employment practices.