FLORIDA A&M UNIVERSITY

Assistant Vice President for Communications, Media Relations and Marketing

Florida A&M University invites applications for the position of Assistant Vice President for Communications, Media Relations and Marketing. The Assistant Vice President will report to the Vice President for Communications and External Relations and will play a central role in the overall leadership of the University’s communications unit. This position is responsible for planning, developing, and implementing all of the University’s marketing and social media strategies, marketing communications, public relations and mass communications activities in support of the University’s strategic initiatives. This is a hands-on position that is responsible for directing the efforts of the marketing and communication department staff; for coordinating at the strategic and tactical levels with all other schools, departments and centers within the University; for the design, creation, editing, maintenance, and publishing of selected electronic and printed materials and publications, presentations and web forms; and for creating, revising, monitoring and updating digital content and design for web, mobile and digital signage, web and mobile applications, and videos for multiple platforms. The Assistant Vice President’s duties also encompass involvement in branding, sustainability, outreach programs, participation on campus-wide panels, orientations and the coordination of various internal and external events. This position is instrumental in fostering collaboration and strong relationships with many internal and external constituents and colleagues.

The successful candidate will be an accomplished team leader/player, will have demonstrated leadership and accomplishment with a relevant portfolio, and will have the capacity to build and lead communications and external relations teams and programs that are best in class. The successful candidate will have exceptional writing, editing, proofreading, and oral communication skills as well as experience in producing communications pieces, including reports and newsletters. S/he should also be able to organize, set priorities, and manage several projects at once with minimal supervision. Experience with project and vendor management, including project sourcing, prioritizing, budget development, and internal and external resource management should be demonstrated in current or past work experience. The successful candidate should have a track record of driving successful content strategy across multiple channels. Additionally, s/he should have in-depth understanding of current social media platforms, analytics, and the ability to use social media for executive marketing strategies. Creativity, initiative, team orientation and client-focused skills are required. Experience in budgeting and fiscal management is essential. Writing samples may be required during the candidate review process. A readiness to travel and work evenings and weekends with some frequency will be required. A master's degree in an appropriate field is preferred; a bachelor's degree is required.

Florida Agricultural and Mechanical University

Florida Agricultural and Mechanical University (Florida A&M University), ranked by U.S. News and World Report as number one among the public Historically Black Colleges and Universities, is one of 12 state-supported universities in Florida. The University is governed by a 13-member Board of Trustees which, in turn, is governed by the Florida Board of Governors. Florida A&M University was established as a land grant institution by the Legislature in 1890 in the capital city of Tallahassee. The University has a current enrollment of over 10,000 students and approximately 548 faculty members who provide instruction, research, and services through 14 colleges and schools. The University has been a historic leader in recruiting National Achievement Scholars and has been number one in the production of African American baccalaureate graduates. In addition to 54 outstanding baccalaureate programs, Florida A&M University offers 29 master’s level programs, four professional doctorate programs, and 11 Ph.D. degrees.

Application: RPA Inc., Executive Search & Consulting Firm is assisting Florida A&M University in this nationwide search. Interested candidates should submit a cover letter and résumé/CV to RPA Inc. at FAMUCommunications@rpainc.org. Additional materials will be solicited as needed. For a confidential discussion about this opportunity or to make a nomination, please call Isaac Karaffa, Search Manager, at 800-992-9277. The first review of candidates will begin on August 24, 2015, and first round interviews will commence shortly thereafter.

Florida Agricultural and Mechanical University is an Equal Opportunity/Equal Access Employer, including minorities, women, veterans and individuals with disabilities. The successful candidate is subject to a pre-employment screening which includes a review of criminal records, reference checks and verification of education. Please call (850) 599-3076 if accommodation due to a disability is needed to apply for this position. This search is being conducted under Florida law, including the Sunshine law and public records law.