

# CLASSIFICATION SPECIFICATION

## Assistant to the Vice President for Strategic Communication and Marketing

FT/PT Class Code: 4108, 4608      Pay Grade: B/C 12      FLSA: Non-Exempt      Rev. 10/12/17

**SUMMARY STATEMENT:** An incumbent is responsible for providing administrative support to the vice president for strategic communication and marketing in a variety of operational areas; including researching and preparing documents, reports, and presentations and managing the division's budget.

### NATURE AND SCOPE:

An incumbent in this position reports directly to the vice president for strategic communication and marketing. The incumbent provides support in areas that include, but are not limited to, those listed in the summary statement as well as: disseminating directives; preparing various reports; assisting in budget preparation and development by maintaining records and/or compiling data; performing special projects and studies; obtaining, organizing, and drafting administrative materials; and acting as a liaison between the vice president for strategic communication and marketing, administrators, deans, directors, faculty, staff, and outside agencies.

### PRINCIPAL ACCOUNTABILITIES:

***An incumbent may perform any combination of the below listed accountabilities:***

1. Acts as principal assistant to the vice president for strategic communication and marketing in a variety of operational areas.
2. Provides support for collegewide strategic communication and marketing initiatives and operations, including gathering, analyzing, and summarizing relevant information; preparing documents and reports; and maintaining databases.
3. Prepares written correspondence on behalf of the vice president for strategic communication and marketing.
4. Researches, writes, and prepares presentations in collaboration with the vice president for strategic communication and marketing.
5. Coordinates division meetings and prepares and distributes supporting documents and minutes.
6. Performs research and compiles data for reports and special assignments.
7. Develops and manages the division's annual budget.
8. Schedules and maintains the calendar for the vice president for strategic communication and marketing.
9. Provides guidance and information to interested stakeholders utilizing policies and procedures.
10. Performs other related duties as required.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- ◇ Knowledge of College operations, policies, practices and procedures
- ◇ Knowledge of computers, including knowledge of word processing, database management, spreadsheet and presentation software.
- ◇ Skill in handling complaints tactfully and thoroughly.
- ◇ Skill in compilation, research and analysis of information.
- ◇ Excellent organizational, interpersonal and communication skills.
- ◇ Ability to create complex documents which may incorporate charts, graphs, tables, etc.
- ◇ Ability to communicate effectively both orally and in writing.
- ◇ Ability to work well with others.
- ◇ Ability to communicate effectively and relate to a diverse population in a multicultural environment.

**MINIMUM QUALIFICATIONS:**

- ◇ Associate degree and four (4) years of responsible administrative experience; or other equivalent combination of education and experience.