



Vice Chancellor for Strategic Communications & Marketing UT Southern

About UT Southern

[UT Southern](#) is the newest campus to join the [University of Tennessee System](#), resulting from UT's acquisition of Martin Methodist College in 2021. The 800 students enrolling at UT Southern enjoy a private, small-college experience at an affordable, public-university cost.

Among the many advantages are low student-teacher ratios, high classroom personalization, and the resources of a land-grant university system. More than 30 academic programs of study are available through the divisions of business, education, humanities, mathematics and sciences, nursing, and social sciences.

With a historic campus located in Pulaski, Tennessee, in the beautiful hills of southern Middle Tennessee, The University of Tennessee Southern is convenient to both Nashville (70 miles to the north) and Huntsville, Alabama (40 miles to the south).

The Opportunity

The University of Tennessee Southern enthusiastically invites applications and nominations for a Vice Chancellor for Strategic Communications and Marketing.

Reporting directly to the Chancellor, the Vice Chancellor for Strategic Communications & Marketing is the chief communications and marketing officer of the University of Tennessee Southern and has responsibility for overall communications, including the development and implementation of campus-wide communications strategies. The Vice Chancellor will advise the Chancellor and senior leaders on communications-related matters and manage the Communications and Marketing team. In addition, the Vice Chancellor will oversee special events and will play a lead role in crisis communications and issues management. The Vice Chancellor will develop and lead a comprehensive communications and marketing strategy to achieve campus goals and enhance UT Southern's statewide and regional reputation.

Primary duties and responsibilities include, but are not limited to, the following:

- The Vice Chancellor serves as a member of the Senior Leadership Team and serves as a key spokesperson for the campus. Provides leadership for both internal and external communication, marketing, and digital strategy.
- Manages core messaging and branding strategies and serves as a key member of the campus's crisis communication and issues management team.

- Translates strategic institutional objectives into focused, effective, and measurable communication strategies for multiple, diverse audiences.
- Provides leadership for and oversight of all printed and digital communications (including student recruitment).
- Develops a proactive approach to communicating campus messages; advises on developing and disseminating messages about key initiatives; and provides strategic direction on communications, including Chancellor's speeches, appearances, media campaigns, digital media, branding, and marketing strategies.
- Works closely with members of the Senior Leadership Team to shape internal and external communication, marketing, creative services, and digital strategies. Responsible for overall communications, including the development and implementation of campus-wide communications strategies.
- Works with athletics and advancement to ensure communications, marketing, and brand strategies are coordinated and consistent with UT Southern and UT System branding.
- Oversees the campus's compliance with the Tennessee Public Records Act.
- Serves as an ambassador for UT Southern and builds relationships with local media, community members, and other key constituents.
- Contributes in measurable ways to the mission of UT Southern and fully embraces the systemwide "[Be One UT](#)" Values.
- Other duties as assigned by the Chancellor.

Required Qualifications

- A Bachelor's degree and Master's degree (or equivalent work experience) in communication, journalism, marketing or a relevant field is required.
- Minimum of five to seven years of relevant, progressively-responsible experience including demonstrated experience advising senior-level administrators.
- Experience working with advisory boards, trustees and/or boards of directors.
- Experience in crisis communication.
- Experience in and a robust understanding of higher education and the higher education landscape.
- Proven ability to work effectively, both independently and collaboratively, with cross-functional communication and marketing teams, and diverse stakeholders.
- Proven track record in leading successful branding, media relations, and marketing programs; experience with engagement and productivity metrics.
- Extensive public relations and networking experience.
- Expertise in writing press releases, storytelling, and developing storylines.
- Conceptual thinker with exceptional communication and interpersonal skills to include written, oral, listening, as well as persuasion and presentation skills.
- Experience in strategic visioning and change management.
- Strong commitment to excellence, integrity, and transparency.
- Supervisory experience is required.

Preferred Qualifications

- Ability to lead communication, media, and creative teams and inspire innovation and creativity among employees.
- Ability to lead and advise university executives in communication.
- Demonstrated leadership skills and abilities.
- Exceptional organizational skills, including the ability to manage multiple tasks simultaneously.
- Media savvy with knowledge of media relations strategies.
- Understanding of, and proficiency in, social media and its impact and application to all institutional constituencies.
- Ability to create a strong public presence, individually and institutionally.
- Strategic thinker with a demonstrated ability to develop intentional and consistent messaging.
- Demonstrated ability in problem-solving.
- Ability to monitor public opinion and use audience data to develop message strategies.
- Demonstrated ability to contribute in meaningful ways to the university's diversity and intercultural goals.
- Ability to plan, prioritize, and execute new initiatives.

Behaviors

- The Vice Chancellor must exhibit qualities of emotional maturity, honesty, humility, authenticity, self-confidence, collegiality, objectivity, creativity, diplomacy, resiliency, tenacity, adaptability, courage of conviction, and tolerance for ambiguity.
- Professional qualities of discretion, creativity, decisiveness, diplomacy, tact, adaptability, fairness, discernment, common sense, and political savvy.
- Unquestioned integrity and trustworthiness.
- Commitment to the campus's mission and strategic plan.
- Ability to make sound, consistent, and fair decisions (based on facts and data).
- Ability to work with cross-functional teams and to foster teamwork and collaboration.
- Ability to work collaboratively with other UT campuses, the University of Tennessee System, and both internal and external stakeholders.
- Unfailing commitment to the UT Systemwide mission, values and strategic vision, as well as missions and strategic visions for the campus.

Application Process

For full consideration, candidates should apply electronically using the link below with a cover letter addressing their interest in and qualifications for the role, resume, and list of professional references by **March 1, 2023**.

[Application Link](#)

Compensation for the position will be competitive and commensurate with qualifications and experience. The University offers a comprehensive benefits package that includes excellent healthcare and tuition benefits for employees and their families, generous retirement benefits, a wide variety of professional development opportunities, supportive work and family benefits and much more. Additionally, Tennessee residents do not pay a state income tax. For more information on the University of Tennessee's benefits, visit

<https://hr.tennessee.edu/benefits/>

All qualified applicants will receive equal consideration for employment and admission without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, genetic information, veteran status, and parental status, or any other characteristic protected by federal or state law. In accordance with the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, the University of Tennessee affirmatively states that it does not discriminate on the basis of race, sex, or disability in its education programs and activities, and this policy extends to employment by the university. Inquiries and charges of violation of Title VI (race, color, and national origin), Title IX (sex), Section 504 (disability), the ADA (disability), the Age Discrimination in Employment Act (age), sexual orientation, or veteran status should be directed to the System Human Resources, Knoxville, TN 37996, telephone 865- 974-8170. Requests for accommodation of a disability may also be directed to this office.