

ASSOCIATE VICE CHANCELLOR FOR EXTERNAL RELATIONS*

Function of Job:

Under administrative oversight of the chancellor, develop and execute a comprehensive program to enhance the profile and position of USNH locally, regionally and nationally as well as across all its constituencies; oversee outreach efforts, including marketing, communications, and web-based communications.

Characteristic Duties and Responsibilities:

1. Develop strategies for engaging the Chancellor with community, business, and professional leaders, educational systems (public and private), and non-profit organizations and for strengthening the ties between USNH and these sectors in New Hampshire and New England, including developing speaking opportunities, designing presentations, and handling promotion.
2. Develop and execute a strategic marketing plan and outreach plan that advances the profile and strengthens the identity of the University System and its institutions, including a public relations effort to inform the public about USNH's mission and role of public higher education in the state and region.
3. Oversee the development of collateral materials and other publications necessary for broadening on-going public support and support for USNH's legislative agenda.
4. Manage an active and positive media presence by cultivating and maintaining relationships with state and regional media organizations.
5. Oversee USNH's website for appearance, content, and relevance to USNH's goals.
6. Serve as member of Chancellor's senior management team and manage all marketing, outreach, and communications activities.

Minimum Acceptable Qualifications:

1. Master's degree in business, management, political science, or related area and ten years of significant and progressive management experience in public affairs, marketing, or communications industry.
2. Management experience in higher education position.
3. Excellent analytical and interpersonal skills and ability to communicate effectively in range of settings and variety of media.
4. Understanding of issues and challenges in public higher education, both at the state and national level.
5. Excellent technical writing and presentation skills.

Additional Desirable Qualifications:

1. Experience with New Hampshire business community.

9/13/05
System Approval

9/13/05
Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.

*Revised – original approved 7/18/02 as Associate Vice Chancellor for External Affairs