

Clayton State University
Budget Priority Request
Budget Period 2015

Division/Department: External Relations

Priority Title: Associate Vice President for Marketing and Communications

Priority Number: 1

Funding Requested: \$150,000 Permanent One-Year

1) Description of Request:

New position to support the recommendations of the marketing assessment consultants providing strategic focus to the University's branding, marketing, communications, and public relations efforts.

2) Justification: Please provide a justification that discusses such things as support of the University's strategic plan or other institutional objectives. What impact will this request have on University programs and services?

This position addresses the strategic plan goal of repositioning Clayton State University in the higher education marketplace and beyond. Working with the Colleges and other areas of the University, this position will assist various units across campus in developing their own marketing plans that integrate with the University's overall plan. Serving as a leader for branding, marketing, communications, media and public relations, this position will be responsible for actively developing a multi-faceted plan to increase awareness and visibility of Clayton State University and motivating the communications and marketing team to execute the plan effectively. Finally, this position will allow the Vice President for External Relations to focus more time on generating private gift revenue for the University.

3) Metrics: Please describe how you plan to determine the effectiveness and measure the impact of the proposed funding.

A greater brand awareness (internally and externally), a comprehensive, dynamic marketing plan that drives advertising, marketing and media decisions, and increased targeted visibility throughout Metro Atlanta are all areas for improvement with this position. In the longer term, enrollment growth, private gift revenue, and media coverage would all be positively impacted by this position.

Clayton State University

Associate Vice President for Marketing and Communications

Summary:

The Associate Vice President for Marketing and Communications (AVP) holds a senior executive-level leadership position at Clayton State University. The AVP is responsible for leading and managing several critical areas at the University, including marketing and communications and serves as the University's chief spokesperson. The AVP is charged with promoting the Clayton State University brand in a myriad of ways resulting in increased visibility for the University. As the University's chief communications, marketing and branding officer, the AVP guides the overall strategic communications and marketing direction of the University.

Duties and Responsibilities:

Percentage of Time (%)	Duties & Responsibilities
35%	Plan, develop, and execute a comprehensive marketing and communications strategy that supports the overall strategic plan, mission and objectives of Clayton State University.
15%	Champion efforts to clearly and concisely articulate the identity and branding opportunities for the University for both internal and external audiences.
15%	Provide leadership and active management for the marketing and communications team which includes publications, website, media and public relations.
10%	Provide ongoing thought leadership to identify specific opportunities to advance the reputation of Clayton State University and utilize a creative communication approach to maximizing those opportunities.
10%	Develop a robust digital marketing strategy that increases the University's engagement with key audiences.
10%	Develop a proactive media relations strategy and program designed to enhance the image and reputation of the University in the media, among the general public, and with other constituencies. In addition to media relations, this strategy will also include a comprehensive crisis communications plan.
5%	Develop a set of metrics to assist in evaluating the effectiveness of all University marketing communications programs.
	Other duties as assigned.

Minimum Qualifications and Requirements:

- A bachelor's degree is required with a Master's degree preferred.

- Significant experience in communications and marketing, preferably in a higher education environment, with a proven track record for developing and implementing strategic marketing plans.
- Excellent communications skills, both oral and written.
- Demonstrated ability to implement successful change initiatives in a dynamic environment.
- Exceptional skills in managing, motivating and supporting creative people with proven results in building a high-performing and cohesive marketing and communications team.
- Demonstrated ability at leading and managing change.
- Strong interpersonal skills with proven experience at building connections and relationships with people throughout the campus and community.
- Demonstrated knowledge and a high degree of competence in the detailed understanding of public media.
- An excellent team player, who enjoys and thrives in a collaborative and dynamic environment.
- A leader who is results oriented and possesses high energy and a positive attitude.

Clayton State University
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Division/Department: External Relations

Priority Title: Graphic Designer

Priority Number: 2

Funding Requested: \$25,000 Permanent One-Year

1) Description of Request:

This position will be created with the new funding in addition to the \$30,000 spent annually by Marketing & Communications and Admissions on contract graphic design work. This position will impact all areas of the University.

2) Justification: Please provide a justification that discusses such things as support of the University's strategic plan or other institutional objectives. What impact will this request have on University programs and services?

This position addresses the strategic plan goal of repositioning Clayton State University in the higher education marketplace and beyond. As the Division of External Relations grows and activities across campus continue to increase, the number of graphic design requests will continue to grow. During FY12 more than 400 projects were completed. These projects included a full size magazine done twice a year to the monthly Campus Review to posters, postcards, fundraising appeals, brochures, and several significant guides and fact books, just to name a few. However, there were projects that were left undone due to lack of time. Having a second fulltime graphic designer to assist in completing the hundreds of requests will allow the University to further create a consistency in message and look that will assist in increasing visibility.

3) Metrics: Please describe how you plan to determine the effectiveness and measure the impact of the proposed funding.

An increase in completed graphic design projects in a timely manner will be the key measure of success for this position

Clayton State University Graphic Designer

Description

The Graphic Designer provides essential creative support to the Office of Marketing and Communications team to produce publications, promotional materials, print advertising, Web and other digital artwork applications. This individual will assure that University materials promote a positive visual impression of the University, implement the branding elements of the institution to build a strong identity, and present a consistent and professional image to all external and internal constituents.

Responsibilities

- Design high quality and technically accurate print layouts for various brochures, newsletters, departmental publications, flyers, posters, signage, and other materials utilized to promote University academic programs, student services, fundraising activities, and institutional events
- Coordinate and consult with faculty and staff members requesting graphic design or layout work
- Conceptualize and design print materials to support strategic University goals in areas such as recruitment, alumni relations, development, and student affairs
- Maintain compliance with University visual identity guidelines and brand standards to produce consistent outcomes
- Prepare print files for Media & Printing Services or designated printer(s) using appropriate specifications; ensure adherence to time schedules and quality standards
- Work with the Assistant Director – Publications to manage production timeline for print projects and regularly review priorities; work with staff photographer on photo assignments and photo selection for materials
- Collaborate with teams and partners across campus as an effective communicator and a perceptive listener to assist University units with attaining their promotional goals as well as accurately presenting the Clayton State University brand; help University colleagues to determine the most appropriate format and design for specific project needs
- Be involved in planning and implementing ongoing marketing and communications outreach efforts

Requirements

- Bachelor's Degree required
- Minimum of three years of graphic design experience, or equivalent combination of education and experience
- Proficiency with professional graphic design software such as Quark for PC (preferred), InDesign, Illustrator, Photoshop, Adobe Creative Suite; knowledge of Microsoft Office and Outlook
- Artistic and creative skills with a solid portfolio showcasing examples
- Excellent organizational skills; attention to detail; ability to multi-task, including working on multiple projects and successfully meeting deadlines
- Strong interpersonal skills; a positive, collegial attitude; a high level of professionalism, and the ability to work collaboratively in a close team structure
- Understanding of marketing and brand messaging
- Ability to communicate effectively in English, both orally and in writing

Clayton State University
Budget Priority Request
Budget Period 2015

Division/Department: External Relations

Priority Title: Social Media Specialist

Priority Number: 3

Funding Requested: \$25,000 Permanent One-Year

1) Description of Request:

This position will be created with the new funding in addition to \$19,000 spent annually on casual labor for a part time social media specialist. This position will provide support for all areas of campus that engage in social media.

2) Justification: Please provide a justification that discusses such things as support of the University's strategic plan or other institutional objectives. What impact will this request have on University programs and services?

This position addresses the strategic plan goal of repositioning Clayton State University in the higher education marketplace and beyond. Social media continues to grow as a key communications vehicle for large segments of our University population. The need for those communications to be immediate and ongoing is critical for social media to be an effective communications tool. In addition to the official University sites, colleges, departments, and areas are also increasingly involved in social media. With a fulltime position, these sites can draw from the expertise, utilize shared posts, and share ideas through a centralized position.

3) Metrics: Please describe how you plan to determine the effectiveness and measure the impact of the proposed funding.

While followers on various sites is often a metric used, meaningful activity, discussion threads, and conversations are other key measures of success for this position. Developing a campus-wide social media communications plan that is intentional will be a key measure for success as it will move our efforts in social media from tactical to strategic.

Clayton State University Social Media Specialist

Description:

The Social Media Specialist is responsible for creating, monitoring and updating all present and future official University social media platforms. In addition, the Social Media Specialist provides support and advice for all of the University's other departments and offices that wish to establish social media platforms, or that need additional guidance in their existing social media platforms.

Responsibilities:

- Manage Clayton State's official accounts on Facebook, Twitter, Instagram, You Tube, Pinterest, Foursquare and Flickr, as well as any other future social media platforms either to still be created or as indicated by usage demand.
- Support other department's social media pages, notably though not exclusively, Facebook and Twitter, as appropriate.
- Help develop and maintain mobile applications.
- Research and recommend strategies for engaging emerging social media platforms.
- Stay current with emerging social media trends and technology.
- Work with Director to implement promotional strategies for social media platforms.
- Supervise student social media assistants.
- Monitor Clayton State's Wikipedia page and other off-site webpages representing the University.
- Monitor non-Clayton State-based social media postings via the media monitoring service.
- Track and analyze social media effectiveness via Google Analytics, Topsy and media monitoring service.
- Support the overall functions of the Division of External Relations.
- Other duties as assigned.

Requirements:

- Bachelor's degree in a field relevant to communications
- One to three years minimum working in public relations and social media
- One to three years experience in creating and posting to social media platforms
- Proven expertise with current social media platforms
- Strong communications skills, including journalistic skills
- Ability to handle many varied tasks at once
- Supervisory experience with students
- Familiarity with Clayton State University, its brand, and its institutional objectives a plus
- Familiarity with digital photography, especially in conjunction with social media
- Demonstrable creative thinking skills
- Skill in exercising a high degree of initiative, judgment, discretion, and decision-making to achieve institutional objectives
- Ability to relate to people of diverse backgrounds, notably the diverse student body of Clayton State, and it's diverse audiences of potential students
- Ability to be attentive to detail, able to prioritize and function independently with minimal oversight