

Position Description

Position Number: A96823

Active

Position Title: Associate Vice President - University Relations

Employee Classification: Executives (01)

Description Effective Date: 08/25/2022

Organization Code/Desc: 900004 / University Relations



Position Status: A

Type: S

Salary Grade: 01

Report To Position: A98885

Exempt Indicator: Y

Position Group Code: EXEC

FT/PT Status: F

Position Class Code: 1810

Working Title

Summary

The associate vice president for University Relations will oversee and manage personnel and strategies to facilitate and strengthen strategic relationship development for the university with key external stakeholders through the university's executive level communications, guest services, community and government relations, and the International Advisory Board. Reporting to the vice president for University Relations, the position will expand UVU's growing local, regional, national and international reputation for academic excellence and student success, and strengthen its mission, brand, and values.

Work Remotely

Key Roles and Responsibilities

- 55% Executive-level communication and editing: Establish, assist, and assess executive-level communication strategies, with particular focus on the Office of the President, to increase the visibility and credibility of UVU; oversee editing of high-profile university collateral materials; represent University Relations on university committees (i.e. University Executive Council, Commencement Committee, Digital Transformation Taskforce, other campus committees); oversee special projects with university-wide impact.
- 20% Community and government relations: Assist the vice president for University Relations in representing UVU among external interests that further UVU's mission, which includes developing and deploying community outreach and engagement strategies to position UVU as an indispensable resource supported by community, education, business leaders, and organizations; oversee UVU's community and government relations' strategic endeavors and personnel to represent and further UVU's interests among elected officials (federal, state, county, city).
- 15% Guest Services: Develop, oversee, and manage guest services, including the on-campus experience of visiting dignitaries/VIPs, coordination among multiple university departments, executives, advisory board members, and other friends of the university to plan, host, and facilitate experiences that build lasting relationships to further the university's mission.
- 10% International Advisory Board: Manage UVU's International Advisory Board strategies, agendas, logistics, and relationships; leverage established relationships to create informed ambassadors of the university and create student success opportunities.

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- Knowledge**
- Knowledge of higher education systems and their relation to the community.
 - Knowledge of public relations, marketing, journalism, editing, and strategic communication principles, strategies, and tactics.
 - Knowledge and experience in managing budgets and personnel – holding teams accountable for performance while maintaining a positive and healthy work environment.
 - Knowledge and experience in diplomatic hosting, public affairs, guest services, providing public/private tours, and hosting VIPs.

- Knowledge of and experience in serving on advisory boards including the leadership and management of board members, strategies, and logistical details.

Skills

- Effective interpersonal, problem-solving, and decision-making skills.
- Skills in budget preparation and fiscal management.
- A proven record of people and project management with strong leadership and interpersonal communication skills.
- Hospitality skills to create memorable experiences to build lasting relationships.
- Skills in diplomacy, protocol, and etiquette.
- Oral and written communication.

Abilities

- Ability to demonstrate leadership, communication skills, commitment to diversity, and consensus building.
- Ability to interpret analytical data to make informed decisions and optimize return on investment.
- Ability to develop and deliver presentations.
- Ability to use independent judgment and to gather, manage, and impart information to internal and external audiences.
- Ability to build bridges of understanding amongst people from various cultures, lifestyles, languages, and political persuasions.
- Ability to cultivate relationships with government, business, civic, education, religious leaders through hosting, creating/attending special events, personal visits, phone calls, and written correspondence.

Discretion & Independent Judgment on Matter of Significance

Y Does the employee have authority to formulate, affect, interpret, or implement management policies or operating practices?

Y Does the employee have the authority to hire and terminate an employee?

Y Does the employee perform work that affects operations to a substantial degree, even if the employee's assignments are related to operation of a particular segment of the University?

Y Does the employee have authority to commit the employer in matters that have significant financial impact?

Y Does the employee have authority to waive or deviate from established policies and procedures without prior approval?

Y Does the employee have authority to negotiate and bind the University on significant matters?

Y Does the employee provide professional/consultation advice to management?

Y Does the employee participate in planning long or short term business objectives?

Y Does the employee investigate and resolve matters of significance on behalf of management?

Y Does the employee represent the company in handling complaints, arbitrating disputes, or resolving grievances?

Financial Accountability

Y 20000

Administers. To administer a budget means to have "total control" of the budget such as formulating, requesting, securing, monitoring, verifying, analyzing (or delegating any of these responsibilities), ensuring full compliance with all institutional budget rules and regulations via your signature authority.

Minimum Qualifications

- Graduation from a regionally accredited institution with a master's or doctoral degree in related fields. A minimum of 10 years of recent experience in a related field within education, marketing, or communications in a strategic leadership role, including management of departments and programs.

Preferred Qualifications

- Master's or doctoral degree in a directly related field plus agency and integrated team management experience or equivalent experience in in-house/client-side roles.

Licenses or Certifications

Physical Demands

- Rarely Climbing, ascending or descending from a ladder, stairs scaffolding, etc.
- Occasionally Bending or stooping; bending downward and forward by bending spine at waist or by bending leg/spine.
- Occasionally Twisting; tuning the upper body while maintaining a stationary at lower body position.
- Rarely Kneeling; bending at the knee to come to a rest on knee or knees.
- Rarely Crawling; moving about on hands and knees or hand and feet.
- Occasionally Reaching; extending hand(s) and arm(s) overhead, lower or horizontally of the body.
- Occasionally Standing; particularly for extending periods of time.
- Frequently Sitting; particularly for extending periods of time.
- Frequently Walking; moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another. Excludes walking to/from work area or cafeteria, etc.
- Consistently Vision ability; close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- Frequently Fine Hand Manipulation; fingering, picking pinching, typing or otherwise working primarily with fingers rather than the whole hand.
- Occasionally Pushing/Pulling; using upper extremities to press against something with a steady force in order to thrust forward, downward or outward or to exert force in order to draw, haul, or tug objects in a sustained motion.
- Occasionally Grasping; applying pressure to an object with the finger or palm.
- Consistently Talking; expressing or exchanging ideas by means of the spoken word. Those activities in which they must be convey detailed or important spoken instructions to other workers accurately, loudly or quickly.
- Consistently Hearing; perceiving the nature of sounds at normal speaking level with or without correction. Ability to receive detailed information through oral communication and to make the discriminations in sound.
- Consistently Seeing; required to have close visual acuity to perform an activity such as: preparing and analyzing data and reports; transcribing; viewing a computer terminal; extensive inspection involving small defects, small parts, operations of machines (including inspection) or to make general observations facilities or structure (i.e. security guard, inspectors, etc.); using measurement devices; and/or assembly or fabrication parts at distance close to eye.
- Occasionally Lifting; raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Up to 10 pounds
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Working Conditions

- Not Applicable Exposure to unusual elements, such as extreme temperature, dirt, fumes, smoke, unpleasant odors, and/or loud noises.
- Frequently Work in confined and crowded areas.
- Not Applicable Exposure to gases/chemicals or other hazardous materials.
- Not Applicable Exposure to live circuits and/or operating machinery.
- Frequently Travel; requires a current Driver's Licenses.
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