



# NORTHERN PENNSYLVANIA REGIONAL COLLEGE

814-230-9010  
814-313-7320 (fax)  
<https://regionalcollegepa.org>

**POSITION TITLE:** Vice President/Executive Director  
Institutional Advancement and Community Relations

**JOB TYPE:** Full-time

**LOCATION:** Warren, Pennsylvania

**DATE POSTED:** March 10, 2020

**PRIORITY DEADLINE:** March 25, 2020

**CLOSE DATE:** Open until filled

**JOB DESCRIPTION:** See page 2-4

**APPLICATION PROCESS:**

**SUBMIT:** Letter of interest, resume, and contact information for three references to:

Northern Pennsylvania Regional College  
Attn: Vice President Search Committee  
300 2<sup>nd</sup> Avenue, Suite 500  
Warren, PA 16365

**OR**

Email to: [vpsearch@rrcnpa.org](mailto:vpsearch@rrcnpa.org)

**MINIMUM PRE-EMPLOYMENT REQUIREMENTS (other requirements may apply):**

PA Child Abuse History Clearance  
Pennsylvania Access to Criminal History Record Check  
Federal Criminal History Background Check  
Valid Driver's License

**For additional information, please call the NPRC Administrative Offices at 814-230-9010**

NPRC is an Equal Opportunity Employer. NPRC does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.

## JOB DESCRIPTION

**JOB TITLE:** Vice President/Executive Director  
Institutional Advancement and Community Relations

**CLASSIFICATION:** EXEMPT (ANNUAL SALARY)

**COMPENSATION RANGE:** Salary commensurate with qualifications

**DEPARTMENT:** None

**DIVISION:** Advancement and Community Relations

**REPORTS TO:** President

**SUPERVISES:** Marketing and Public Relations Staff

**MINIMUM REQUIREMENTS:**

- Bachelor's degree required
- At least eight years of experience in strategic and management roles in communications, marketing or government affairs
- At least three years of experience in a direct management/supervisory role
- Must possess outstanding oral and written communication skills
- Ability to solve problems and deal diplomatically with challenging issues, situations and people
- Exceptional organizational skills and attention to detail; including the ability to simultaneously manage a large variety of tasks, set priorities and manage the involvement of other staff
- A commitment to strong customer service is essential
- Able to deal with the pressure of deadlines
- Willingness to work extra hours to meet occasional high-priority deadlines
- Ability to travel and work nights and weekends as needed and to perform other duties as assigned

**PREFERRED QUALIFICATIONS:**

- Graduate degree preferred

**POSITION SUMMARY:**

The Vice President/Executive Director for Institutional Advancement and Community Relations is a senior level leader who reports to the President. The VP/ED leads the College's institutional advancement, brand development, promotion, and measurement, and directs college-wide strategies to unify, optimize, and enhance marketing and communications initiatives across the college and service area. The VP/ED is the primary liaison with Harrisburg (PA State Capitol) and various counties and municipalities within and outside the college's service area. The VP/ED also serves as a member of the President's leadership team, with responsibility for planning and coordination with academic and administrative functions.

**ESSENTIAL FUNCTIONS:**

- Serve as a member of the President's leadership team of the College providing strategic direction for institutional advancement in support of NPRC strategic goals to enhance the reputation and branding of NPRC.
- Plan, manage, and evaluate strategies, programs and communications to continuously improve NPRC's relationship with key internal and external constituencies, including all forms of media, present and potential donors, regional leaders in education, local opinion leaders, businesses and corporations, community and philanthropic foundations, and alumni.
- Monitor legislation, tracking activity in state and local governments that might affect the College. Research policies to see what changes might affect the College in the future.
- Provide leadership, planning, management, execution and evaluation of all aspects of marketing, data and analytics, communications and strategies for Institutional Advancement.
- Establish and implement strategic alliances and partnerships with business, corporate and social agencies that advance the College through financial support or internship opportunities.
- Provide senior leadership to media relations, internal communications, and community relations functions.
- Provide direction and expertise to successfully manage College communications (print and online) encompassing NPRC Outreach, Stewardship and Donor Relations. Work closely with key staff/partners in government and community relations.
- Partner with the other Vice Presidents on major projects and initiatives working cross-functionally in support of College and overall goals in enrollment, marketing, communications, analytics and events.
- Directly supervise, manage, motivate and grow a team in the areas of print, online and social media communications, brand marketing strategy, events, and information systems and analytics for college advancement. Lead staff in goal setting, prioritizing, budgeting, monitoring and reporting.
- Encourage and promote collaboration, visibility and involvement of advancement marketing throughout the College service area.
- Oversee NPRC's web presence, including the development of additional websites, as well as all related web activity, broadcast emails and social media.
- Oversee communications and public relations functional relationships with external vendors and agencies, including advertising agencies, print and production vendors.
- Manage and track budget, efficiently maximize resources.

**ADDITIONAL ELIGIBILITY REQUIREMENTS:**

- Valid Driver's License and consistent access to vehicle is required

**CLEARANCE REQUIREMENTS:**

- PA Child Abuse History Clearance
- Pennsylvania Access To Criminal History Record Check
- Federal Criminal History Background Check

**PHYSICAL REQUIREMENTS:**

- The physical and mental demands described are representative of those that must be met to successfully perform the essential functions of this job
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions
- Ability to read, communicate verbally and/or in written form using English language; remember and analyze certain information; and remember and understand certain instructions or guidelines
- Driving, standing, walking and sitting
- Use of hands to touch, handle, and feel; reach with hands and arms
- Must be able to occasionally lift and/or move up to 25lbs/12kg
- Specific vision abilities include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus

**WORKING CONDITIONS/WORK SCHEDULE:**

- Office Location: Warren, Pennsylvania  
4<sup>th</sup> and 5<sup>th</sup> floor of accessible building
- Work hours: 8:30 am to 5:00 pm, Monday thru Thursday\*  
8:30 am to 4:30 pm Friday\*

\*Work hours may adjust with need to be at after-hour activities/presentations

**TRAVEL REQUIREMENTS:**

This position requires regular travel throughout NPRC's multi-county footprint and occasional travel outside of footprint to attend meetings and conferences.

**OTHER DUTIES:**

- Other duties as assigned