

Executive Director - Institutional Research, Marketing, and
Web Services
Truckee Meadows Community College

Direct Link: <https://www.AcademicKeys.com/r?job=236382>

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Posted May 21, 2024, set to expire Jul. 5, 2024

Job Title	Executive Director - Institutional Research, Marketing, and Web Services
Department	
Institution	Truckee Meadows Community College Reno, Nevada
Date Posted	May 21, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
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Job Description	

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Executive Director - Institutional Research, Marketing, and Web Services

Thank you for your interest in Truckee Meadows Community College. If you need assistance or have questions regarding the application process, please contact Human Resources at (775) 673-7168 or humanresources@tmcc.edu.

Job Description

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Reporting directly to the President, this cabinet-level position plans, leads and oversees the work of the division, which includes the following departments: Institutional Research, Marketing and Communications, and Web Services. The Executive Director also assists the Government Affairs liaison for the College between NSHE and local, state and federal elected officials. The Executive Director serves as a designated Freedom of Information Act (FOIA) officer. The Executive Director leads and develops a competent, productive, highly skilled and quality-conscious workforce in critical areas supporting the College's mission. The Executive Director forecasts future marketing, research and technology needs of the institution, and acts as an advisor for the organization for initiatives related to public relations, and research, which assists in managing and controlling multi-million-dollar state and non-state operating budgets and division resources. The Executive Director is a member of the President's leadership team (L-Team) and through this team, the Executive Director assists the College on strategy, policies and procedures related to public relations, research, and data-based decision making.

Minimum Qualifications

1. Master's degree from an accredited institution.
2. Five (5) years of experience in a related position.
3. Three (3) years of experience in a supervisory or staff management position.

Major Responsibilities

- **Marketing and Communications:** Collaborating with other College departments, the Executive Director is responsible for strategic development execution of the marketing strategy, including managing the multi-thousand dollar contract with a contracted marketing agency. The Executive Director is responsible for internal and external communications, media buys, and social media strategy to facilitate the overall institutional brand growth. The Executive Director leads the design and execution of public relations strategy, as well as oversees emergency communications. Leverage the College's digital assets, including website and social media channels, to optimize brand awareness, and engage various targeted audiences across multiple social platforms. Develop and execute strategy to engage community and business partners, media outlets, and others to build the brand locally. Proactively and reactively seek media coverage opportunities in traditional and nontraditional outlets in ways that advance the College's strategic goals. The Executive Director serves on the NSHE Communications Council as the institutional representative.
- Assist the TMCC Vice President of Finance & Government Relations with advocacy efforts at the

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local, state, and national levels.

- Institutional Research: Lead and manage a department responsible for campus-wide institutional and student success research; develop, organize, and direct activities to increase informed decision-making; provide accountability reporting for programs; facilitate and promote enrollment management research and activities. In addition, this position interacts with all members of the college community and external entities, such as NSHE, the local K-12 school district, the Nevada Legislature, and the Nevada Department of Education. The Executive Director sets the research agenda for the institution, ensures compliance reporting and oversees business analytics to support data-driven decision-making.
- Web Services: The Executive Director leads strategic planning, development and execution of Web Services operations overseeing the College's website, implementation of best practices and maintaining standards consistent with the College's strategic goals and priorities. The Executive Director drives the vision and delivery of the TMCC college domain (TMCC.edu) that supports institutional marketing, and business objectives through TMCC's brand and design standards as well as performance-driving functionality and techniques, such as website optimization, and user-experience testing and best practices. The Executive Director leads Web Services staff to deliver a consistent and quality experience for students, faculty, staff, and the community. The Executive Director leads efforts to ensure quality of online communications, strategy, tactics, enforcement of web policies and procedures and overall Web Services team effectiveness. The Executive Director institutes and ensures governance, quality assurance, consistency of user experience (usability), accessibility and security of the College's website. The Executive Director oversees efforts to ensure web data integrity, validity, and security.

Decisions and Judgments

- This position supports, advocates for, and advises the President and members of the executive leadership team; and does so through highly effective public relations, research, web services and government relations advocacy efforts.
- This position works to ensure a positive image of TMCC, and seeks effective ways to share the story of the transformative work of the college.
- The areas under the Executive Director's supervision and leadership are key to college operations for students, employees, and community partners.
- This critical position supports key departments at the college. Timely and effective decision making at the executive level is required.
- The position leads staff members in critical departments, including Institutional Research, Marketing and Communications, and Web Services.
- The nature of this position requires effective, competent and timely decision making to ensure

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continuous and efficient college operations.

- Hire, supervise, support, train, and evaluate executive/director level staff.

Salary and Benefits Information:

Salary: \$123,474 - \$154,343 initial salary placement will be dependent on education level and years of experience.

Perks of Working at TMCC

- Health insurance options including dental and vision - [Health Insurance](#)
- 17.5% retirement match, 24 annual leave days, a beginning balance of 30 sick leave days, 12 paid holidays
- Life insurance, long-term disability, generous annual and sick leave - [NSHE Benefits](#)
- Sports and Fitness Center with annual or monthly membership options for employee and spouse/domestic partner.
- [ComPsych](#) supports employees through life's difficult moments.
- [Professional Grant-in-Aid](#): TMCC is proud to provide a reduced-rate tuition benefit to faculty and qualified dependents. Faculty can take up to six credits per semester at a reduced rate. Dependents of faculty have unlimited credits, but in order to be eligible children must be unmarried and under the age of 24 and must receive at least 50% of their financial support from the employee and/or employee's spouse or domestic partner.
- **Free** parking on all TMCC campus locations.
- No State income tax
- All full-time faculty and staff are provided with a variety of [discounts and employee purchase programs](#).

Exempt

Yes

Full-Time Equivalent

100.0%

Required Attachment(s)

Please note, once you submit your application the only attachment/s viewable to you will be the



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attachment/s to the resume/CV section of the application. Any additional required attachment/s to the cover letter, references, additional documents sections of the application, will not be viewable to you after you submit your application. All uploaded attachment/s will be on the application for the committee to review. To request updates to attachments, prior to the committee review of applications, please contact humanresources@tmcc.edu.

In order to be given full consideration all of the following must be attached to your application.

- 1) Resume/CV
- 2) Cover Letter
- 3) Contact Information for Three Supervisory References - Please make a note if you do not want your present employer contacted unless necessary to determine your qualifications for the position.

Initial applications will be reviewed on 6/3/2024. Candidates are encouraged to apply immediately for full consideration.

Posting Close Date

06/17/2024

Note to Applicant

Applicants should fully describe their qualifications and experience with specific reference to each of the minimum and preferred qualifications. Search committees will use this information to determine that applicants meet minimum qualifications as listed in the job announcement.

This posting will close at 12:00 am on the date listed above. The posting will no longer be available to apply to after 11:59 pm the day prior.

All documents, including unofficial transcripts for academic positions, must be received prior to the closing date listed on the job announcement.

Employment is contingent upon successful completion of a criminal background check upon hire.

As part of the hiring process, applicants for positions in the Nevada System of Higher Education may be required to demonstrate the ability to perform job-related tasks.



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Schedules are subject to change based on organizational needs.

To apply, visit https://nshe.wd1.myworkdayjobs.com/en-US/TMCC-External/job/TMCC---Truckee-Meadows-Community-College---Dandini-Campus/Executive-Director---Institutional-Research--Marketing--and-Web-Services_R0142716

Truckee Meadows Community College is a comprehensive educational institution located in Reno, Nevada and is part of the Nevada System of Higher Education. TMCCs five instructional sites and numerous community locations serves an increasingly diverse population of more than 11,000 students each semester. TMCC, an HSI (Hispanic Serving Institution), is a progressive institution that celebrates inclusion and diversity while supporting core themes of academic excellence, student success, and access to lifelong learning.

A vital leader in the New Nevadas growing economy, TMCC is located near the beautiful Sierra Nevada Mountains in an environment rich with a thriving arts, culture, food scene, abundant outdoor activities, and a family-friendly local community. It is only a 3.5 hour drive to San Francisco, CA, a 40-minute drive to Lake Tahoe, and within easy driving distance of four national parks (Great Basin, Yosemite, Lassen, and Death Valley). For more information, please go to www.tmcc.edu or view our virtual tour at tour.tmcc.edu.

The Nevada System of Higher Education (NSHE) is committed to providing a place of work and learning free of discrimination on the basis of a persons age, disability, whether actual or perceived by others (including service-connected disabilities), gender (including pregnancy related conditions), military status or military obligations, sexual orientation, gender identity or expression, genetic information, national origin, race, or religion.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A



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