About the Position
The Assistant Vice President for University Marketing reports to the Vice President for University Relations and works closely with the Assistant Vice President for University Communications/Chief Communications Officer to create a cohesive team of marketing and communications professionals.

The AVP for University Marketing is responsible for crafting and gaining buy-in for a comprehensive integrated marketing strategy, prioritizing marketing goals and projects, managing a strong team of marketing professionals, and collaborating with stakeholder departments to tell the Tarleton story.

The selected candidate will be a dynamic communicator, organizer, collaborator and innovator who will help position Tarleton for continued enrollment growth, donor and alumni engagement, and elevation of the university profile, as outlined in the university’s strategic plan (Tarleton Forward 2030: Our Future-Focused Strategic Plan).

Oversight areas include Digital Advertising; Radio/Streaming/Podcast Advertising; Brand Strategy/Toolkit Management; Social Media Strategy; Graphic Design; External Licensing/Trademarks; Video Strategy, Filming and Production; Web Services, Analytics and SEO Strategy; Photography Strategy; Strategic Planning; ROI Analytics; and Strategy Adjustment.
Responsibilities

- In collaboration with University Communications, lead university marketing efforts, including brand strategy and management, digital/print/audio advertising, web strategy, video production and strategy, licensing/trademark management, photography, project management and marketing data analytics, and decision-making.
- Supervise university marketing directors.
- Build a shared vision for university marketing through inspirational leadership and exceptional management skills.
- Plan and communicate marketing strategy and gain buy-in from stakeholder groups and partner departments.
- Research, negotiate and purchase strategic media buys that position Tarleton as the premier comprehensive regional university in the nation and propel academic programs and the student experience to increase enrollment and national prominence.
- Cultivate collaboration with stakeholder and partner departments and divisions.
- Manage a complex budget, integrate budget decisions and strategic planning, and ensure institutional efficiency.
- Leverage data to inform strategy and decision-making.
- Nurture an innovative environment that promotes teamwork, collaboration, trust and accountability, and that values diverse ideas, autonomy of work and attention to detail.
- Along with the VP for University Relations and AVP for University Communications, pursue continuous collaborative communication with all divisions.
Preferred Qualifications

- Significant experience at various organizational levels in marketing, either in the private sector or higher education or preferably, both.
- Significant experience leading marketing professionals and teams.
- Demonstrated knowledge of full-funnel marketing for enrollment and advancement that integrates paid, earned and owned channels to reach key audiences.
- Demonstrated understanding of emerging marketing issues, particularly in higher education.
- Outstanding interpersonal and communication skills.
- Rock solid commitment to excellence.
- Experience enhancing an organization’s brand and continually elevating the institutional profile.
- Experience in institutional/organizational strategic planning, making strategic decisions and leading others toward strategic goals.
- Experience managing a complex budget, integrating budget decisions and ensuring institutional efficiency.
- Experience building influence and alignment with key partners across the institution/organization and navigating the complexities of decentralized marketing and communications.
University Relations and Other Divisions

Part of the President’s Office, the Division of University Relations comprises the University Communications, University Marketing and Legislative Affairs. The division is dedicated to elevating the university’s profile and providing exceptional internal and external communications to all stakeholders. The Assistant Vice President for Marketing will work collaboratively with the Assistant Vice President for University Communications/Chief Communications Officer to ensure Tarleton’s marketing and communications strategy is well understood and valued across the university.

Other Divisions

Division of Academic Affairs

The Division of University Relations works hand-in-hand with the Division of Academic Affairs to promote degree programs and faculty accomplishments.

Providing an innovative and transformative educational experience, Tarleton offers 80 undergraduate, 31 graduate and two doctorate degree options, with a third doctorate pending approval by the Texas Higher Education Coordinating Board. For their major, students choose from one of six colleges — Agricultural and Natural Resources; Business; Education and Human Development; Health Sciences and Human Services; Liberal and Fine Arts; and Science and Technology. Additionally, Tarleton has four schools – the School of Nursing, the School of Engineering, the School of Kinesiology, and the School of Criminology, Criminal Justice and Public Administration.

Classes are available at the home campus in Stephenville, an hour southwest of Fort Worth, as well as in Fort Worth, Waco, Midlothian, Bryan and online.

Texas Senate Bill 52, passed by both chambers of the Legislature in October 2021, is a big win for Tarleton, authorizing $65 million to construct and outfit a new College of Health Sciences building in Stephenville and $25 million to expand facilities in Fort Worth.
Division of Finance and Administration

The Division Finance and Administration relies on the Division of University Relations to keep students, faculty and staff informed on tuition, fees and federal grants — like recent Higher Education Emergency Response Funds to assist Tarleton Texans impacted by the pandemic — and employee benefits.

Tarleton’s comprehensive budget for fiscal 2022 is $490 million, giving the university sound financial footing. And the university’s largest-ever capital campaign is surging ahead of schedule toward a $100 million target. Campaign dollars will strengthen student success, enhance the academic experience, elevate Tarleton’s institutional profile and fortify the school’s infrastructure.

Division of Diversity, Equity and Inclusion

The Division of University Relations works closely with the Division of Diversity, Equity and Inclusion to promote Tarleton’s commitment to create an accessible, equitable and inclusive ethos that makes the university an exemplar for the nation.

Formed in 2020 as a platform for Texans to share their hopes and concerns, the Advisory Board on Diversity, Equity and Inclusion promotes ways to increase access and opportunity; overcome barriers that impede academic, personal and professional success; and ensure that everyone at Tarleton enjoys a welcoming environment.
Division of Enrollment Management

The Division of University Relations supports communicators and marketing professionals in the Division of Enrollment Management to provide a supportive and seamless network for students from their first inquiry through graduation. University Relations assists with promotional materials, including marketing buys, to recruit and retain students.

While enrollment at many colleges nationwide is stagnant or declining because of COVID-19 uncertainties, Tarleton began fall 2021 with enrollment up 6.2 percent from its pre-pandemic count of 13,176. By the 40th class day, numbers eclipsed 14,145. That’s significant, considering enrollment growth at Texas public universities fell to 1.4 percent in fall 2020 while Tarleton saw a record-breaking 6.4 percent increase as the fifth fastest growing state institution.

The number of doctoral and master’s students is the largest in university history and comprises more than 15 percent of Tarleton’s student population, while the current freshman class, one of the university’s most diverse, brings Tarleton closer to designation as a Hispanic-serving institution.

Division of External Operations

In addition to Stephenville, Tarleton has an 80-acre campus in Fort Worth and outreach locations at McLennan Community College’s University Center in Waco, Navarro College in Midlothian and at RELLIS in Bryan. Each depend on University Relations for communications and marketing support.

Just two years after opening the Central Administration Building on the Fort Worth campus, design is underway for a second facility, with construction to begin in 2022. The Interprofessional Education Building will propel the university’s nationally recognized health sciences and kinesiology programs.

Tarleton and McLennan this fall celebrated 20 years of shared space on the MCC campus and the forward thinking that makes it possible.
**Division of Intercollegiate Athletics**

The Division of Athletics and the Division of University Relations create a powerful team to share student success on the field, on the track, on the court and in the classroom.

Joining NCAA Division I in July 2020 as the ninth full-time member of the Western Athletic Conference increases national recognition for student-athletes and academic programs, positioning Tarleton as a frontrunner for anyone seeking a university education. And Tarleton’s storied rodeo program boasts seven national team titles and 28 individual CNFR (College National Finals Rodeo) champs, making it a top pick for many cowgirls and cowboys.

Texans earned 37 postseason honors and awards in baseball, softball, track and field, tennis and golf. And they did it while maintaining an average overall GPA of 3.11.

**Division of Institutional Advancement**

The Division of University Relations and the Division of Advancement collaborate on everything from donor communications to sponsorships with North Central Texas businesses and organizations to promote Tarleton. University Relations takes an active role in promoting annual giving opportunities across all communications platforms.

Fiscal 2021 donations included the most cash — $11.3 million — received in a single year, up 91 percent from the previous record of $5.9 million. The record eclipses the university’s average of $4.3 million for the previous five fiscal years. And the number of donors reached an all-time high of 2,700, compared to an average 2,101 over the past decade.

The university is surging ahead of schedule toward a $100 million target in its largest-ever comprehensive capital fundraising campaign.
Division of Research, Innovation and Economic Development

The Division of Research and Innovation relies on the Division of University Relations to share the life-changing breakthroughs of Tarleton’s expert faculty and student researchers, helping the university garner federal grants and spur regional economic development.

Faculty and student researchers are reshaping knowledge on everything from chemotherapy to cybercrime as Tarleton works to become the premier comprehensive regional university in the country. Bridging the gap between academic concepts and real-world challenges, the center comprises 12 research centers and institutes:

- Center for Agribusiness Excellence
- Institute for Criminal Justice Leadership and Public Policy
- Institute of Homeland Security and Cybercrime
- Institute for Predictive Analytics in Criminal Justice
- Institute for Predictive and Analytical Policing Science
- Institute on Violence Against Women and Human Trafficking
- Rural Communication Institute
- Southwest Regional Dairy Center
- Tarleton Agriculture Center
- Tarleton Analytics Institute
- Texas Institute for Applied Environmental Research
- Texas Social Media Research Institute

President James Hurley’s Faculty Development and Research Initiative, unveiled in September, provides more time for discovery by reducing classroom teaching to three courses (from four) each semester for 47 tenure-track faculty researchers and backfilling instructional capacity with high-achieving graduate students.

Tenure-track faculty members were selected based on their success in securing external research funding. They are in addition to full-time faculty researchers already making robust discoveries in the university’s 11 research centers and institutions.
Division of Student Affairs

The Division of University Relations partners with communicators and marketing professionals in the Division of Student Affairs to ensure Tarleton Texans are in the know on everything from events to finals.

Having more than 100 student organizations means thousands of possibilities for students to find their place at Tarleton, and a number of substantive leadership and service opportunities provide personal development and community involvement.

Student-led discussions sponsored by the Office of Diversity, Inclusion and International Programs explore topics from Afro-Latinx realities to living with autism. And organized intramurals, club sports and cutting-edge physical training are available at the Tarleton Rec Center.

Dr. Kelli Styron
Vice President
Tarleton Students

Close to 55 percent of Tarleton students are first generation with no family tradition of seeking a post-secondary degree. Others are legacy students following their parents, grandparents and even great-grandparents as proud defenders of the purple and white. Some graduate from the only high school in their rural county, and some transfer from large urban community college districts.

Tarleton students are a diverse group (almost 40 percent report an ethnicity other than white) from all parts of Texas, 43 states and almost three dozen countries. Nearly 80 percent receive some form of financial assistance, and about 40 percent are Pell Grant eligible. They love the university — its people, its traditions, its commitment to student triumphs in and out of the classroom.

Tarleton works diligently to ensure student success, maintaining an almost 70 percent retention rate over the last several years. More than 10 percent of students post a 4.0 GPA. Student-athletes are no exception, with an average overall GPA of 3.11. Tarleton has the highest Academic Progress Rate (987) of any first-year school transitioning to NCAA Division I.
Tarleton’s Rich History

The university was founded in 1899 by John Tarleton, a rancher and entrepreneur, who bequeathed his life savings to create an institution of higher education for students of modest means. His commitment to affordability and student success commands everything Tarleton does.

In 1917 Tarleton became a founding member of The Texas A&M University System, one of the largest such entities in the country. Through a statewide network of 11 universities, a comprehensive Health Science Center, eight state agencies and its RELLIS campus, the Texas A&M System educates more than 153,000 students and makes more than 22 million additional educational contacts through service and outreach programs annually. System-wide, research and development expenditures exceed $1 billion a year and help drive the state’s economy.

Mission

Tarleton State University, a founding member of The Texas A&M University System, transforms generations by inspiring discovery, leadership and inclusion through educational excellence.

Vision

Tarleton will be the premier comprehensive regional university in the nation, with a keen focus on student success, teaching and research.
Values and Statements

**Excellence:** Tarleton Texans pursue greatness in all efforts, promoting a spirit of leadership, adaptability and innovation for exceptional outcomes and a better world.

**Integrity:** Tarleton Texans hold to the highest ethical standards and commit to serving others through transparency and accountability in everything they do.

**Respect:** Tarleton Texans create an inclusive community by embracing diverse perspectives with civility, honoring tradition and promoting teamwork so everyone thrives.

Strategic Plan

Tarleton finalized its new 10-year road map — *Tarleton Forward 2030: Our Future-Focused Strategic Plan* — in spring 2021, aligning with the university’s reaffirmation by the Southern Association of Colleges and Schools Commission on Colleges.

*Tarleton Forward 2030* declares the university’s resolve to give all students the knowledge, skills and confidence they need to lead, and to stand beside them from the moment they apply.

Goals and five-year strategies:

- Goal I: Student Opportunity and Success
- Goal II: Academic Distinction
- Goal III: Diversity, Equity and Inclusion
- Goal IV: Research, Innovation and Economic Impact
- Goal V: Institutional Prominence
Dr. James Hurley, the 16th President of Tarleton State University, is leading the institution to unprecedented heights.

His signature initiatives include strategic enrollment growth, innovative student funding models, accelerated degree completion and bold partnerships with high schools and community colleges, enhancing research and innovation, improving operational efficiency, and strengthening collaborations with businesses and community stakeholders.

Tarleton State is one of the fastest growing public universities in the nation. President Hurley’s cultivation of deep connections across Texas has resulted in a student body with the third highest number of Texas counties represented, only behind the two Lone Star flagship institutions.

He spearheads efforts to address the rapid growth in the state’s workforce needs and serves on several governing boards pertaining to economic development and public policy.

The university is celebrating all-time-high enrollment, both undergraduate and graduate students, and the Class of 2025 is one of the largest, most diverse group of incoming first-time students in Tarleton history. To undergird the academic quality of these students, Dr. Hurley created the Distinguished High School Partners Program and
Distinguished College Partnership Program, significantly increased funding for the President’s Guaranteed Award and started the President’s List to honor 4.0 GPA scholars.

In 2019 he advanced Tarleton State to NCAA Division I status as a member of the Western Athletic Conference. He was instrumental in the league’s expansion and in re-establishing championship subdivision (FCS) football in the WAC.

President Hurley challenges the university to innovate, discover and deliver exceptional experiences leading to student success. During his tenure, Tarleton has increased research and scholarship opportunities for faculty and students. He established and secured funding to launch the Texas Center for Rural Research, Innovation and Economic Development and the Texas Rural Research and Innovation Alliance.

A lifetime educator, Dr. Hurley has served as instructor, professor, dean, vice president and president, with extensive experience at comprehensive higher education institutions. Prior to joining Tarleton, he was President at Tusculum University in Greeneville, Tenn. Under his leadership, Tusculum added its University Health Center; College of Health Sciences; College of Science, Technology and Math; and Niswonger College of Optometry.

He holds a doctorate in education from Morehead State University, a master’s degree from Indiana University and a bachelor’s degree from the University of Pikeville in Pikeville, KY.

He completed the Institute for Presidential Leadership at Harvard University and received a certificate of higher education management from Vanderbilt University.
Application Process

The Search Committee, made up of representatives from Marketing and Communications, Advancement, Academic Affairs, Athletics, Student Affairs and External Operations, invites applications that include a letter of interest, resume/CV, and the names and contact information of three or more references to be submitted to Employee Services. Review of materials will begin immediately and continue until the position is filled.

Credence Baker, Vice President for University Relations
Cecilia Jacobs, AVP of University Communications/Chief Communications Officer
Eva Lopez, AVP of Employee Services

Apply at: Tarleton State University - Workday (myworkdayjobs.com)

cbaker@tarleton.edu | cjacobs@tarleton.edu | elopez@tarleton.edu

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