



Position Description

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| Job Title: Vice President for Communications, Marketing, Publications, and Website | |
| Department: Communications | Date: January 1, 2026 |
| FLSA: Exempt | Work Location: Virginia Campus |
| Employee Category: Administrative Staff | Work Schedule: M-F, 8 -5 |
| Reports to: President | Percent Employment: 100% |
| Supervises: All marketing and website personnel | |

The **Vice President** will serve as the head of the Division overseeing Communications, Marketing, Website and Publications. The VP will be the chief brand steward and strategic leader for all external communications across VCOM's four-campus system. This executive role requires a visionary leader capable of unifying the college's identity through its mission, while supporting the unique needs of its four locations. This position reports to and works closely with the VCOM President and with the VCOM Provost.

Core Responsibilities/ Job Summary

Strategic Leadership:

- Develop, and present for approval a comprehensive communications and marketing plan including all four campuses that align with VCOM's mission of preparing globally minded, community-focused physicians. Execute plan when approved by the president.
- In collaboration with the AVPs, develop an annual budget to support the College's needs and contribute to its growth.
- Represent VCOM as a state-of-the-art COM with excellent educational outcomes, and a supportive family atmosphere for faculty, staff and students.

Brand Identity Management:

- Oversee the college's visual identity and messaging to ensure consistency and excellence across all marketing platforms and campuses, so that they represent the VCOM brand. Oversee compliance and trademarks.

Team Oversight:

- Lead and mentor multi-campus staff responsible for marketing, branding, communications, video, online and digital presence, and publications.
- Work with AVP for Marketing and the AVP for Communications and Publications to oversee budget compliance and supervision of Division personnel.
- Directly oversees and approves all website and online marketing, working closely with the President and Provost.

Online, Digital, and Social Marketing Strategy:

- Direct the growth, evolution, tracking and compliance of the college's website and social media ecosystem to increase interactive engagement with prospective students, alumni, the medical community, and donors.
- Direct the messaging and brand image of the website and social media platforms approved by VCOM.

Publications and College Support:

- Continue the excellence in communications with external publications to include award-winning products such as the Annual Report and the VCOM View Magazine.
- Support annual events and efforts such as Development campaigns, White Coat ceremony, Graduation events and assist when appropriate for other divisions' materials.

Public Relations & Media:

- Serve as the primary spokesperson for the president and college, provost and deans, and manage high-level media relations, crisis communications, and community media outreach. Ensure that each campus develops a positive working relationship with local media. Serve as the college liaison for national osteopathic organizations such as AOA and AACOM.
- Responsible for overseeing all news communications by writing/editing or oversight of articles or press releases as needed: web news, publications, media releases, and more.

I. Job Duties**1. Strategic Leadership:**

- a. Collaborate with the President, Provost, Deans and AVPs to contribute to the College strategic plan for the Division to ensure the plan is followed and to promote the college as one of the nation's top osteopathic medical schools. Meet with Deans annually and as needed. Meet with the President every four to six weeks, and the VCOM Provost as needed, to report on progress.
- b. Operate the department budget in a manner that is cost effective and respects the limits of a tuition supported institution.
- c. Ensure all website and external publications meet the accreditation standards.

2. Brand Identity Management:

- a. Ensure college projects or campaigns follow VCOM brand to identify standards and clearly represent VCOM.
- b. Review and update the VCOM Brand Identity Guide as needed.
- c. Oversee the AVPs with approvals as needed for brand identity for marketing, or for printed/embroidered items.

3. Team Oversight:

- a. Provide leadership, project guidance, approvals, and mentorship of multi-campus staff.
- b. Approve time off requests.
- c. Work with AVPs to oversee budget compliance and approve items and purchases within budget.
- d. Work with AVPs to review and provide supervisor evaluations for staff SARs.
- e. Provide final approvals when appropriate once all approval and review processes have been completed on projects as specified.
- f. Join marketing to meet weekly with staff from each campus to go over current and upcoming projects, to ensure project completion and proper approvals and oversight.
- g. Ensure that the attitudes of all employees in the department at each COM are seen as supportive by the administration and departments within the COM.
- h. Attend major events such as graduation and white coat ceremony to ensure appropriate staff performance and coverage.

4. Online, Digital and Social Marketing Strategy

a. Website:

- i. Work with the President and Director for Website to approve website platform and design.
- ii. Work from within and/or with external consultants to ensure the website platform, content, and data stays up-to-date and functional for all involved.
- iii. Ensure the website design and navigation stays up-to-date, and is curated to increase engagement with prospective students, alumni, potential employees, the medical community and donors.
- iv. Work with the appropriate administration to ensure the content supports the educational programs of VCOM and is compliant with accreditation standards and requirements.
- v. Write or coordinate writing from campuses to keep website news and events up-to-date. Ensure that article content is reviewed and approved by the appropriate person(s) and head of their Division.

b. Social Media, Print and Digital Marketing:

- i. Oversee the messaging and brand image of posts on VCOM social media platforms or print media.
- ii. Collaborate with marketing and campus directors, to create college-wide and campus-specific social media calendars to keep VCOM top of mind with potential students and community members. Track data on online digital marketing campaigns.
- iii. Work with marketing to study aggregated admissions and student survey data and online analytics to determine trends and effectiveness of online marketing to potential students.

5. Publications and College Support

- a. Ensure excellence in communications by overseeing external publications including the Annual Report, the VCOM View Magazine, and special publications as needed. Serve as main editor and/or writer for publications and marketing materials. Ensure deadlines are kept such as having the Annual Report approved, printed, and distributed to each campus prior to graduation.
- b. Support annual college needs such as Development campaign materials, White Coat programs, Graduation materials, Admissions collateral, and other division projects to promote college programs. Encourage advance requests for special projects so they do not interfere with time-sensitive core division responsibilities.

6. Public Relations and Media:

- a. Serve as media spokesperson for approved messaging from the president, provost, and campus deans, and oversee and manage the media relations of the COM.
- b. Serve as the media liaison for national organizations including the AOA and AACOM.
- c. Assist each campus in developing a positive working relationship with the local media and distributing media releases to state and national arenas where appropriate.
- d. Responsible for all news communications produced college-wide including: web news, media releases and other news as needed.

7. Other Areas of Action:

- a. Obtain/Maintain literacy in your field.
- b. Be familiar with and adhere to the administrative and academic practices, policies and procedures of the College as set forth in the Institutional Policy and Procedure Handbook, Faculty and Staff Handbooks, College Catalog and College Policies Manual.
- c. Submit an annual Staff Activity Report to the President

- d. Participate in committees or other service to the College as assigned by the President, such as the President's Council.
- e. Submit Division Board Report for the president prior to main board meetings in the spring and fall as assigned.
- f. Other duties as assigned.

II. Required Qualifications:

- **Education and Experience:**

- 1. Master's Degree or higher degree and skills consistent with communications, marketing and publications
- 2. Strong writing and editing skills.
- 3. A minimum of ten years' experience in marketing of an organization with state or national presence
- 4. Proven ability to oversee employees in multiple departments

- **Other skills important to this position**

- Excellent interpersonal and communications skills
- Excellent leadership skills
- Strong team player
- Commitment to company values
- Advanced computer proficiency
- Mastery of the Microsoft Office program suite
- Intermediate to advanced skills in the Adobe Creative Suite
- Knowledge and some experience in photography.

Preferences may be given to candidates who have experience with medical education, osteopathic medical education, or healthcare marketing.

The successful candidate will be subject to a criminal history background check.

Regular, reliable or predictable attendance is a required function of the job.

III. Working Conditions and Efforts:

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical demands: While performing the duties of this job, the employee is occasionally required to sit; use hands and vision for office equipment such as computers; talk or hear; moderate telephone usage. The employee must occasionally lift and/or move up to 50 pounds. The employee must be able to drive for site visits, hear and see adequately to conduct educational sessions and teach both faculty and residents, and perform the duties of the physician in clinical settings.

Work environment: Office environment. Outside travel may be required for up to 50% of the time. The noise level in the work environment is usually minimal.

This position is classified as an exempt position under the Executive Exemption because it requires that the candidate/employee to manage as their primary duty and they regularly supervise two or more employees.

Employment with VCOM is “at-will”. This means employment is for an indefinite period of time, and it is subject to termination by the employee or by VCOM, with or without cause, with or without notice, and at any time. Nothing in this position description or any other policy of VCOM shall be interpreted to be in conflict with or to eliminate or modify in any way, the “at-will” employment status of VCOM employees.

IV. VCOM Core Values:

The employee is expected to adhere to all VCOM policies. As the environment is a professional college, VCOM faculty/ staff are expected to dress and behave in a professional manner at work. VCOM faculty/staff are expected as VCOM employees, to be a person who obeys all laws and professional expectations of an upstanding citizen of the community. VCOM expects all employees to maintain a positive attitude in all working relationships with all VCOM departments, employees, medical students, prospective medical students, interns, and residents and to treat all others engaged in the duties of the employment, with mutual respect.

I am notified that the College is an equal opportunity employer and does not discriminate on the basis of age, sex, sexual orientation, ethnicity, religion, or disability.

I have been made aware of the College’s most recent campus safety report, the location of the college policies and procedures document, and the appropriate handbook for my position. I recognize my responsibility to be aware of the policies and procedures, and I am in agreement to follow the policies and procedures as written.

I have read and understand this explanation and job description. I also understand that the job duties and description or the existence of the need for the position may be changed at any time as required by the College where growth of the institution or change in direction of the institution may change the duties of my department or the need for the position.

Employee Signature: _____ Date: _____

Approval:

President: _____ Date: _____