I. Title: Vice President and Chief Marketing Communications Officer

II. Overview

A. The Vice President and Chief Marketing Communications Officer is responsible to and reports to the President. By delegation from the President, the Vice President and Chief Marketing Communications Officer serves as the principal administrative officer for all marketing, advertising, communications, media and public relations activities of UT Health San Antonio. He or she serves at the pleasure of the President, without fixed term, and performs such duties as are assigned by the President.

III. Staff Responsibilities

A. As a staff officer, the Vice President and Chief Marketing Communication Officer participates in administrative consideration of all policies, plans, and programs of UT Health San Antonio and by delegation from the President, has primary responsibility for the following:

1. Responsible for brand strategy, marketing and communication strategy and implementation primarily for driving awareness, preference and growth; brand management; and culture benefitting UT Health San Antonio.

2. Oversee comprehensive marketing, communications, advertising, media, PR and digital/social efforts and customer metrics throughout UT Health San Antonio to ensure alignment with strategic plan and institutional goals.

3. Design and execute an effective system for ways customers and consumers can engage with the university that include market positioning, brand management, advertising, digital engagement, social campaigns, etc.
4. Ensure an effective system of internal and compliant controls that provide reasonable assurance that department operations are efficient, department assets are safeguarded, department financial information is reliable, and the department complies with applicable laws, regulations, policies and procedures.

5. Serve as official liaison to The University of Texas System related to matters of marketing, communications and media.

IV. Line Responsibilities

A. As a line officer, the Vice President and Chief Marketing Communications Officer has general charge and responsibility for planning, staffing, managing and operating the following areas and functions:

1. Strategic marketing, communications, media and PR planning and management in academic, research and clinical functions.

2. Advertising, mass media buying, marketing campaigns and services targeting growth in revenue; volume-building initiatives; brand; awareness and perception.

3. Communications; publications; digital content. Includes crisis communications and internal communications.

4. Brand management initiatives

5. Media relations

6. Administrative matters as may be assigned by the President.

V. Other Responsibilities

A. The Vice President for Marketing Communications also:

1. Serves as a member of the Executive Committee of UT Health San Antonio and other appropriate policy-making bodies.

2. Establishes and appoints (or authorizes the election of) such ad hoc committees or councils for UT Health San Antonio as needed and appropriate to the responsibilities of the office.

3. Serves on appropriate committees of The University of Texas System and at the state and federal levels when warranted.