



Vacancy Announcement

Margibi University
(formerly Harbel College)

Position Title: Vice President, Institutional Advancement

Division: Institutional Advancement

Reports To: The University President

Salary / Benefits: Commensurate with position and experience

Closing Date: October 14, 2024

How to Apply: Email CV, Credentials, Contacts for 3 References, and Cover Letter to: hr@hc.edu.lr

The successful candidate will possess a master's degree in public relations, marketing, business administration, management, public administration or a related field, with at least 3 years of senior level administrative experience. The individual shall serve as a member of the President's Cabinet, University Council, and Director of the University Foundation. The Vice President shall have the ability to provide strong leadership for advancing the University, set institutional priorities, make policy recommendations, and market the University externally. The incumbent shall have outstanding communication skills, both oral and written. The VP will be grounded in the use of computer, including proficiency with MS Office Suite; especially working with PowerPoint. He/she will have excellent presentation skills as well:

Branding and Marketing

- Develops and implement a comprehensive marketing plan, taking into consideration the institution's image, messaging, positioning, vision, mission, and priorities.
- Develops and implements brand communication strategies in line with marketing plan.
- Communicates marketing plan with internal and external stakeholders.
- Provides supervision for all branding and marketing activities.
- Works with admissions department to develop strategies to increase enrollment.
- Directs and coordinates student recruitment efforts with admissions department.
- Conducts research on the university's competitive advantage and market demands.
- Conducts student satisfaction surveys and identifies potential new students populations.
- Develops promotional programs, and identifies effective advertising strategies.

Publicity, Partnership and Fundraising

- Directs specific activities at the institutional level to support communications strategies, including but not limited to contents for advertising, institutional publications, and social media.
- Assures quality and appropriate use of university image, whether internally or externally.
- Manages all requests for commercial use of university property and image.
- Manages public relations activities, including press releases and media activities.
- Establishes and synchronizes Institutional Advancement Plan with other departmental goals.
- Develops and manages annual institutional Advancement budget and performance.
- Identify engage potential corporate and institutional partners for collaboration.
- Develops annual fundraising goals and implementation strategies, and executes them.



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Planning and Assessment

- Serves on university planning and policy-making committees.
- Works with the University president in planning and convening annual strategic planning retreats.
- Works with Units in developing annual operational goals to support the University's strategic plan.
- Works with all divisions, colleges, departments and committees in strategic planning process.
- Facilitates and tracks the University-wide strategic priorities.
- Collaborates with academic affairs in conducting student learning assessment.
- Identify support for student learning initiatives to promote learning outcomes.
- Supports the marketing of academic programs through operational planning goals

University Foundation

- Coordinates Foundation activities, and serves as secretary to the Foundation Board.
- Works with the Chair of the Foundation Board in planning and executing programs.
- Schedules and plans Foundation Board meetings, develops agenda, and records minutes.
- Assists with the planning of Foundation Board's annual fundraising activities.
- Performs other related duties as assigned by the Chair of the Foundation Board.

Government and Alumni Relations

- Serves as Alumni and government liaison for the University.
- Develops an annual legislative agenda for the president.
- Develops an alumni database, and update it annually.
- Holds periodic meetings with Alumni Association leadership to discuss supports for the University.
- Plans meetings for the university president with alumni leadership and government officials.
- Coordinate meetings and activities between the president and business and industry leaders.
- Identifies potential collaborations, and makes connections with other universities
- Conducts other duties as assigned by the University President.