



UNIVERSITY OF MASSACHUSETTS MEDICAL SCHOOL

POSITION DESCRIPTION

Working Title: VC External Relations	Title Code:	Grade:	L.U.:	Department: Chancellor's Office
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GENERAL SUMMARY OF POSITION:

The Vice Chancellor for External Relations reports directly to the Chancellor and works directly with senior university administration in managing all aspects of the university's external relations.

MAJOR RESPONSIBILITIES:

The Vice Chancellor for External Relations:

- Serves as a member of the Chancellor's Senior Management Team and the Chancellor's Executive Staff;
- Creates and manages relationships with public relations and marketing officials on all aspects of university business and advises the Chancellor on these matters;
- Builds and manages image of the medical school enterprise in collaboration with University of Massachusetts and advises the Chancellor on these matters;
- Oversees the functions of the Office of University Public Affairs and Publications;
- Oversees the functions of the Office of University Special Events;
- Manages the Community Relations department;
- Works in close collaboration with the clinical system with regard to marketing functions;
- Creates strategic positioning for the university and assists in the preparation of external communications and press releases.

MINIMUM QUALIFICATIONS:

1. Bachelor's Degree required.
2. Master's degree in public administration/business administration preferred.
3. Strong background in communications and marketing.
4. Proven management skills, particularly in the areas of talent deployment, professional development and retention;
5. Excellent communication skills, both oral and written, and demonstrated ability to deal cooperatively with the public and external entities in an effective manner;
6. Ability to exercise sound judgment and negotiate with diplomacy and tact;
7. Strong appreciation for need for confidentiality;
8. Team player.

Must be able to carry out the essential functions of this position, with reasonable accommodation if disabled

SUPERVISION RECEIVED:

The Vice Chancellor for External Relations is directly supervised by the Chancellor.

SUPERVISION EXERCISED:

The Vice Chancellor for External Relations will directly supervise the Associate Vice Chancellor for University Public Affairs and Communications; the Associate Vice Chancellor for University Events; the Associate Vice Chancellor for Community Affairs and related staff. The Vice Chancellor for External Relations will collaborate with the Vice President for Marketing at the UMass Memorial Health Care System for marketing support and initiatives.

The Vice Chancellor for External Relations will also provide general direction to university staff on matters related to assigned areas of responsibility and as needed to particular professional and office support staff that work on projects assigned.

The Search for the Vice Chancellor for External Relations is being managed by Korn Ferry International. Interested candidates may contact Richard Marshall at richard.marshall@kornferry.com.

