

3359-4-01 University communications and marketing.

(A) President of the university.

As specified in rule 3359-1-05 of the Administrative Code, the president is executive head of all university colleges, branches, schools and departments, possessing duties, responsibilities and powers as delineated in the rules of the university of Akron.

(B) Vice president, chief communication and marketing officer.

- (1) The vice president, chief communication and marketing officer shall be appointed by the board upon recommendation of the president; shall hold office at the discretion of the president; and ultimately reports to the president through the administrative reporting line then in effect.
 - (2) The vice president, chief communication and marketing officer shall be responsible for the oversight and management of the office of university communications and marketing (UCM) in its provision of institution-level integrated marketing and communications services to the university.
 - (3) The vice president, chief communication and marketing officer shall:
 - (a) Serve as the chief external spokesperson for the university and oversee the university's media relations;
 - (b) Oversee and manage UCM's efforts, in collaboration with campus leaders and constituencies, to develop and support consistent messaging, strategic marketing, and strong brand development for the university;
 - (c) Oversee and manage the university's marketing communications, advertising, social media, and internal and digital communications;
 - (d) Coordinate and manage crisis communications and reputational management messaging for the university;
 - (e) Provide advice and recommendations to senior leadership on communication and marketing issues; and
 - (f) Perform other duties as may be assigned by the president.
- (C) The vice president, chief communication and marketing officer shall have the authority to organize and staff UCM to meet its operational responsibilities, consistent with university rules and policies and the authority of the president.

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Certification:

M. Celeste Cook
Secretary
Board of Trustees

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