

Come Put Your Strengths to Work at AGB

ASSOCIATE VICE PRESIDENT CONTENT STRATEGY and DEVELOPMENT

The Association of Governing Boards of Universities and Colleges (AGB) has a career opportunity for an Associate Vice President for Content Strategy and Development, to identify and optimize content needs of members, providing them with the resources they need to fulfill their responsibilities and advance higher education.

The Scope

The Associate Vice President for Content Strategy and Development is responsible for identifying and optimizing the content needs of members, from enduring to cutting edge issues, prioritizing, and planning development, and coordinating the creation and maintenance of content through staff and contract writers. Oversight includes digital and print publications, research initiatives, online courses, certificates, and other digital products. This position reports to and works collaboratively with the VP for Content and Program Strategy to implement an organizational content strategy that provides AGB members with the resources they need to fulfill their responsibilities and advance higher education. The AVP for Content Strategy and Development provides direct oversight of digital and print resources and collaborates with the AVP for Programs to align content and program strategy, development, and execution.

The Duties*

- Meet regularly with the VP for Program and Content Strategy to provide input for topical and segment-specific content planning and strategy.
- In collaboration with the VP for Program and Content Strategy, develop and implement departmental plans, staffing structure, and budgets. The AVP for Content and Strategy and Development oversees six positions: Director of Digital Solutions, Director of Publications, Director of Research, Editor-in-Chief of *Trusteeship*, Editorial Director, Editorial and Production Coordinator.
- With the Director of Publications, the Editorial Director, Editorial and Production Coordinator, and other staff and consultants as appropriate, plan and oversee the strategic development of new books, white papers, statements, FAQs, blogs, curated web pages, and other publications; as appropriate, participate in securing funding for the development of new resources.
- Through the Director of Publications, oversee the sale and distribution of all revenue-generating print publications.
- Through the Editor-in-Chief, oversee the planning, production, and publication of *Trusteeship* magazine. Work with the Editor-in-Chief to ensure the magazine's editorial vision supports AGB's strategic plan and member needs.

- Through the Director of Research, explore opportunities for research initiatives that are consistent with AGB's priorities. Work closely with the Director of Research in the development and implementation of AGB's multi-year research agenda. This agenda includes qualitative and quantitative research and furthers AGB's mission and goals.
- Through the Director of Digital Solutions, create new and update existing digital solutions such as podcasts, online orientation modules, certificate programs, and digital tools and toolkits.
- Work with the AVP for Programs to advance content on key topics for member segments through multiple channels (webinars, conference sessions, and other events).
- Select and oversee the work of consultants, as needed, in publications and electronic communications.
- Through the Director of Marketing, develop and approve content marketing communications.
- Prepare regular reports on goals, revenue, and expenses and quarterly reports on departmental activities.
- Represent the association to external organizations as assigned.

The Requirements

- A Master's or terminal degree and a minimum of ten (10) years of progressive responsibility in communications or relevant field, (preferably in an association or on a college or university campus).
- Strong knowledge of higher education.
- Demonstrably effective experience in managing budgets, people, programs, publication processes.
- Experience with publications broadly, including business management.
- Preference for working in a fast-paced, hands-on environment.
- Ability to build an effective team and to work effectively in a team-oriented environment.
- Ability to organize and prioritize multiple tasks with attention to detail, to work under pressure and meet deadlines.
- Ability to maintain flexible approach to changing priorities and methods.
- Availability for limited travel.
- Strong written and oral communication skills, with the ability to present information persuasively to different audiences.
- Strong attention to detail and accuracy of the information, including the ability to organize and analyze large amounts of data.
- Ability to work collaboratively in formal teams and informal working groups, as well as independently in a hybrid (virtual and in-person) environment.
- Intermediate proficiency in Microsoft Office Suite tools (i.e., Word, Excel, and PowerPoint).
- Ability to support and emulate values of diversity, equity, inclusion, and belonging in the workplace.

The Organization

The Association of Governing Boards of Universities and Colleges (AGB) is the premier organization focused on empowering college, university, and foundation boards to govern with knowledge and confidence.

Governing boards in higher education must focus now more than ever on strategic leadership of their institutions and foundations to ensure institutional vitality and student success. It is critical that they reinforce the value of higher education, innovate through the effective use of technology, and serve the needs of a shifting demographic. AGB provides leadership and counsel to member boards, chief executives, organizational staff, policymakers, and other key industry leaders to help them navigate the changing education landscape.

For immediate consideration, please send your cover letter and resume to:

Larry L. Robertson

VP, Culture and Talent Development

Employment@AGB.org

*The duties and responsibilities listed is only a summary of the typical functions of the job and not an exhaustive or comprehensive list of all possible responsibilities, tasks, and duties. Employees must be able to perform the duties of the position with or without reasonable accommodatio