

4. *VOTE*: Request to Establish a New SAAO Position at UNCGA.....William Fleming/
Kevin Fitzgerald

Situation: This is a request to establish a new SAAO Tier I position within the Communications Division.

Background: The President has identified a need for additional expertise in the Communications Division.

Assessment: This position is needed to facilitate the development and implementation of a comprehensive communication strategy to build external awareness and knowledge of the UNC system's contribution, impact, value and brand identity. Job description and organizational chart are attached.

Action: This item requires a vote.

Request to Create New SAAO Tier I Position
UNC General Administration

Proposed title: Associate Vice President for Strategic Communications

Reports to: Vice President for Communications

Justification:

The position is needed to facilitate the development and implementation of a comprehensive communications strategy to build external awareness and knowledge of the UNC system's contribution, impact, value and brand identity.

Primary Purpose of the Position:

The Associate Vice President for Strategic Communications (AVP) will report directly to the Vice President for Communications (VP) and will have primary responsibility for leading all University system strategic messaging and social media efforts. The AVP will serve as the division's second-in-command on all communications matters, with authority to make communications decisions and take action on behalf of the VP when appropriate. In consultation with the VP and senior leadership team at UNC General Administration, the AVP will develop and implement a comprehensive communications strategy to build external awareness and knowledge of the UNC system's contributions, impact, value, and brand identity. As part of a communications team, the AVP will play a key role in the development and proactive dissemination of strategic messaging and programs to advance University goals and priorities, and will provide communications counsel and advice to colleagues within General Administration and on the campuses, as requested. The AVP will work closely with the VP in providing editorial and presentation support to the President and coordinating and/or contributing to special projects. In partnership with the VP, the AVP also will promote greater collaboration and strategic coordination among communications officers across the UNC system.

Communications

