



PROGRAM DIRECTOR FOR MARKETING AND COMMUNICATIONS

DIVISION OF STUDENT SUCCESS



SEARCH PROFILE

WELCOME & ABOUT TXST

A MESSAGE FROM THE VICE PRESIDENT FOR STUDENT SUCCESS

Dear colleague,

Thank you for your interest in the Program Director for DSS Marketing and Communications position for the Division of Student Success at Texas State University! This search profile will provide you with an overview of the university, position and the division.

At Texas State, we believe that effective communication is central to student success. The Program Director will play a pivotal role in shaping how we tell our story – creating platforms and tools that highlight the transformative impact of our programs, promote our services, and celebrate our student's achievements. This position is not only about managing messaging; it's about crafting a compelling, student-centered narrative that reflects our values and advances our university mission.

As a member of the Division of Student Success leadership team, the Program Director will guide a unified communications strategy, build and supervise a dynamic communications team, and serve as a strategic partner of our university marketing colleagues. This is a unique opportunity to elevate the visibility of our work, foster collaboration across departments, and ensure that our messages resonate with students, their families, and the broader community.

We are looking for a communicator who is passionate about storytelling, skilled in strategic communication frameworks, and eager to contribute to a culture of innovation and excellence. If you are ready to make a meaningful impact and help us amplify the voices and stories of our Bobcats, I hope you will consider applying.

Please reach out to me or the Search Committee chair if you have any questions.

It's A Great Day to Be a Bobcat!

A handwritten signature in blue ink, which appears to read 'Cynthia L. Hernandez', is displayed.

Dr. Cynthia L. Hernandez
Vice President for Student Success



DR. CYNTHIA L. HERNANDEZ
VICE PRESIDENT
STUDENT SUCCESS



SEARCH PROFILE

ABOUT THE DIVISION OF STUDENT SUCCESS

LEADERSHIP

Dr. Cynthia L. Hernandez joined Texas State University as the Vice President for Student Affairs in January 2021. She served as the Vice President for Student Affairs until February 2023 when President Kelly Damphousse expanded the scope of her division and appointed her Vice President for Student Success.

With over 25 years of progressive leadership experience, Dr. Hernandez focuses on enhancing student success and learning in the co-curricular through inclusive, student-centered programs, services, and initiatives and communicating the impact and value of student success work. She is a scholar-practitioner and an active member of professional organizations including NASPA, the association for Student Affairs Administrators in Higher Education, where she serves on the Board of Directors. Prior to joining Texas State University, Dr. Hernandez served for 15 years in the Office of the Vice President for Student Affairs at Texas A&M University as an Assistant and Associate Vice President. She earned a bachelor's degree in animal science and a master's degree in educational administration with an emphasis in student affairs administration, and a doctorate in Educational Administration from Texas A&M University.

ABOUT THE DIVISION OF STUDENT SUCCESS

"Doubling down on our commitment to student success is one of the top priorities of my presidency. As we accelerate our progress toward becoming a Research 1 institution, we will stay true to Texas State's long-standing commitment to student success. We will honor our history and unique identity by recruiting and enrolling a diverse student body and providing a rich student experience that will prepare them for life and success during their time at Texas State and after graduation."

– President Kelly Damphousse

The Division of Student Success utilizes a student-centered and student learning approach to contribute to the retention, graduation, and post-graduation success of our diverse student population.

We provide thoughtfully curated spaces and deliver innovative co-curricular programs and services designed to foster academic and personal involvement, engagement, and a sense of belonging at both the San Marcos and Round Rock campuses.

The Division is comprised of ~475 full-time staff housed in thirteen departments including housing and residential life, dean of students, counseling services, health services, campus recreation, disability services, career services, LBJ student center, new student and family engagement, student involvement and engagement, student learning assistance center, academic engagement, assessment, planning, and technology services. The Division's \$90M budget is funded through multiple sources, including an institutional allocation, mandatory fees, and revenue-generating activities.

MISSION

To provide high quality resources and experiences that engage our diverse student community in advancing their personal, academic, and post-graduation success.

GOALS

- Provide an environment focused on eliminating barriers and increasing access to support students in their persistence to graduation.
- Enrich the student experience through engagement and involvement opportunities designed to affirm institutional choice and sense of belonging.
- Promote a culture of health and well-being that considers a student's holistic development and facilitates decision-making to enhance individual success.
- Optimize divisional resources to effectively position the division to meet the growing needs of our students.



George's at the LBJ Student Center offers a space for students to gather and enjoy a variety of activities, including pool



Jumpstart kicks off a week of welcome events for first-year and returning students



SEARCH PROFILE

POSITION OVERVIEW

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The Program Director of Student Success Marketing and Communications plays a vital role in shaping the student experience by effectively communicating the value and resources offered by the Division of Student Success. Reporting to the Associate Vice President and Chief of Staff, the Program Director is responsible for the creation and strategic oversight of a professional, focused, and intentional brand for the Division of Student Success (DSS), ensuring alignment with the TXST University brand. They are charged with developing and implementing strategic communications plans, effective storytelling, and promotional campaigns for division level activities. This position is the main point of contact for the DSS Marketing and Communications area and will lead a cross-divisional Communication Team made up of departmental communications staff. This position serves as a liaison to the University's Division of Marketing and Communications.

OPPORTUNITIES FOR IMPACT

ESTABLISH A UNIFIED AND STRATEGIC COMMUNICATIONS FRAMEWORK

The Program Director will lead the development of a cohesive communications strategy that aligns with the Division of Student Success's mission and the university's broader goals. By creating a unified brand identity and messaging framework, the Director will ensure that all communications reflect a consistent voice and purpose, enhancing visibility and credibility across the campus and beyond. This strategy must not only reflect the distinct values and impact of the Division but also integrate seamlessly with Texas State University's overarching brand identity—reinforcing a shared institutional narrative and strengthening recognition both internally and externally.

BUILDING AND LEADING THE DSS MARKETING AND COMMUNICATIONS AREA

This area within the Office of the Vice President for Student Success is still developing. The Program Director will build, provide leadership to, and supervise the DSS Marketing and Communications office staff, fostering a collaborative and high-performing team. They will manage the DSS Marketing and Communications budget for the office, ensuring efficient and effective use of resources.

ELEVATE THE STUDENT SUCCESS NARRATIVE THROUGH STORYTELLING

This role offers the opportunity to spotlight the impact of student success initiatives, crafting compelling stories that resonate with students, families, and stakeholders by highlighting student stories and achievements and showcasing innovative programs and services.

STRENGTHEN CROSS-DIVISIONAL COLLABORATION

Through their leadership of the DSS Communication's team, the Program Director fosters collaboration among departmental communicators, builds shared capacity and streamlines messaging. This collaborative infrastructure will enhance internal communication, reduce duplication, and ensure that all units contribute to and benefit from a shared strategic vision.

SERVE AS A STRATEGIC PARTNER TO UNIVERSITY PARTNERS

As the division liaison to the Division of Marketing and Communications, the Program Director will play a critical role in aligning divisional messaging and university-wide campaigns and priorities.



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ATTRIBUTES OF A SUCCESSFUL CANDIDATE



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- A visionary leader who can craft and elevate a compelling, student-centered brand for the Division of Student Success, aligning messaging with institutional priorities and student impact.
- Demonstrate a strong ability to build and lead cross-functional teams, foster partnerships across departments, and serve as a unified voice for divisional communication efforts.
- Committed to student success, with a passion for amplifying stories that reflect the experiences and achievements of our students and the division.
- Bring a results-driven mindset, using analytics and feedback to continuously improve communication strategies and demonstrate the value of storytelling in advancing divisional goals.
- Comfortable working in a fast-paced, evolving environment with the ability to anticipate trends, complete work quickly, and lead change in communication practices.
- Ability to serve as a strategic partner to senior leadership, offering sound counsel, and creating messaging on behalf of internal and external audiences.



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RESPONSIBILITIES

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STRATEGIC COMMUNICATION

- Develop, execute, and oversee a comprehensive internal and external communication strategy designed to support student success initiatives and activities, taking into consideration institutional image, message, positioning, mission, goals, priorities and accomplishments of the Division and the University.
- Develop comprehensive marketing and communications strategies for the DSS including print material, web content, video, and social/digital media.
- Maintain knowledge and working understanding in emerging trends, technologies and
- best practices in social media, with the ability to articulate clearly to others.
- Serve as a key strategic advisor to the Vice President and senior leadership team, contributing to divisional planning, institutional reputation management, and executive messaging.
- Establish and implement short- and long-range communications and marketing strategies, objectives, and policies.
- Use measurable metrics to track and assess marketing and communications, identify areas for improvement, and suggest alternatives.
- Develop and implement innovative methods of communication, marketing, and interaction with current and potential students, parents and families, alumni and other constituents including external partners.

BRAND IDENTITY AND MANAGEMENT

- Oversee the development and creation of a sub brand, and associated resources that complement the University brand for the Division of Student Success.
- Ensure quality and appropriateness of all internal and external divisional marketing and communications activities through education, training, and collaborative relationships with colleagues across the division.
- Work with communications liaisons from relevant campus departments to ensure continuity across all printed and electronic materials.

COLLABORATION

- Interact regularly with groups outside of DSS, including but not limited to the Division of Marketing and Communications, University Advancement and Alumni Relations, Enrollment Management, Academic Affairs units, and the media to ensure that information on the co-curricular student experience is communicated effectively and favorably to internal and external audiences at local, regional, national, and international levels.
- Create and manage a division-wide system for requesting DSS marketing and communications services.

DIVISIONAL LEADERSHIP

- Supervise DSS marketing and communications area staff and student workers.
- Lead a cross-functional communications team made up of representatives across all departments within the Division of Student Success.
- Assist with the division's crisis communication strategy and coordinate with University Emergency Management and Media Relations to ensure timely, accurate messaging during high-impact events.
- Serve as a member of the DSS Leadership Team and work to fulfill the mission and goals of the Division and University.
- Assists in the continuous development of staff and maximizes existing staff talents and skills.
- Serve on or chair University and Division committees, teams, or task forces.
- Coordinate special projects and other duties as assigned by the Vice President of Student Success or designee.



SEARCH PROFILE

SAN MARCOS, DEEP IN THE HEART OF TEXAS

WELCOME HOME

San Marcos is located just 30 miles south of Austin and 45 miles north of San Antonio, making it easily accessible for nightlife, music, food, shopping, and the arts. Here's a brief look at some of the things to see and do in San Marcos and the surrounding area.

SAN MARCOS RIVER

The San Marcos River, with a constant temperature of 72 degrees, runs through campus and provides year-round recreation. The Texas State Outdoor Center offers paddling equipment rental to Texas State students, staff, and faculty. For a beautiful underwater view of Spring Lake, the headwaters of the San Marcos River, take a glass-bottom boat tour at the Meadows Center for Water and the Environment, part of Texas State.

STATE PARKS & OUTDOOR AREAS

With dozens of state parks, local parks, and hiking trails, Central Texas is perfect for outdoor activities year-round. Enchanted Rock State Natural Area in Fredericksburg, with a 640-acre pink granite dome, is a great place for hiking, rock climbing, and camping. At Los Maples State Natural Area, northwest of San Antonio, maple trees are awash with color each fall. San Marcos has six natural areas with more than 22 miles of trails. Central Texas is home to several lakes and rivers that offer opportunities for rafting, canoeing, kayaking, tubing, speed boating, and jet skiing.

NIGHTLIFE & ENTERTAINMENT

You can find entertainment any night of the week in nearby San Antonio and Austin, the Live Music Capital of the World. Texas country, punk, rock, ska, folk, R&B, and hip hop fill the venues in Austin's downtown and Warehouse District. The Austin City Limits Festival, held each September, has been named the top music festival in the country, and South by Southwest (SXSW) features the best in music, interactive, and film industries each March. The Alamo Drafthouse, which serves meals and drinks along with a film, is the best movie theatre in the U.S., according to Entertainment Weekly. San Antonio's Riverwalk is home to numerous nightclubs and restaurants. Here in San Marcos we have EVO Entertainment with its reclining cinema seating, bowling, and retro games as well as Cheatham Street Warehouse with its rich music history.

FINE ARTS & HISTORY

The Bob Bullock Texas State History Museum in Austin tells the story of Texas. Across the street from the Bullock is the fabulous Blanton Museum of Art. The nearby Ransom Center is the repository of the Gutenberg Bible, the first photograph, Harry Houdini's personal papers, Woodward and Bernstein's Watergate notes, and more. The Institute of Texan Cultures in San Antonio serves as a forum for the understanding and appreciation of Texas and Texans. And, of course, remember the Alamo.

SHOPPING

San Marcos is home to the Premium Outlets and Tanger Outlet Center, the third-largest tourist attraction in Texas. Nearby Austin and San Antonio also offers large shopping centers and malls. Austin is also home to the Whole Foods Market corporate headquarters and the company's flagship store. Shop for local arts and crafts at Market Days in Wimberley or Gruene. San Marcos residents enjoy perusing The San Marcos Farmers Market which offers local produce and homemade products.



Cheer on the Bobcats at UFCU Stadium



Enjoy downtown San Marcos for some drinks, food, and entertainment



Soak up the sun at Sewell Park



SEARCH PROFILE

EMPLOYEE BENEFITS



WE'VE GOT YOU COVERED

At our university, we recognize that faculty and staff serve as the building blocks to the foundation of our work with students. Texas State is proud of our competitive benefits from health plans, wellness leave, life insurance and retirement programs provided to keep our Bobcats healthy and happy.

By joining Texas State University, employees gain access to work in one of the best public universities in the country and the opportunity to live in one of the most beautiful towns.

FEATURED BENEFITS

- Group Insurance
- Paid Leave
- Longevity Pay
- Academic Release and Tuition
- Support
- Retirement
- Supplemental Retirement
- Savings
- Wellness Program
- Work Life and Employee Assistance Program
- Employee Discount Program
- Mother-Friendly Worksite





SEARCH PROFILE

QUALIFICATIONS AND APPLICATION

REQUIRED QUALIFICATIONS

- Bachelor's degree in communications, marketing, or related field, or an equivalent combination of experience and education.
- At least three years of progressive experience in strategic communications, marketing, or public relations.
- Demonstrated ability to develop and execute comprehensive communication strategies aligned with institutional/corporate goals.
- Experience in brand development and management, including oversight of sub-brands within a larger institutional/corporate identity.
- At least 2 years' experience supervising full-time staff.
- Strong writing, editing, and storytelling skills across multiple platforms and audiences.

PREFERRED QUALIFICATIONS

- Master's degree in marketing, communications, or related field.
- At least five years of progressive experience in strategic communications, marketing, or public relations.
- Experience working in a university setting.
- Familiarity with higher education marketing trends, student engagement strategies, and co-curricular program promotion.
- Experience coordinating with university-level communications offices and media relations.
- Knowledge of assessment and analytics tools to evaluate communication effectiveness and inform strategy.

APPLICATIONS

Applications will be accepted online on the TXST Human Resources website. The search committee will begin reviewing applications immediately.



The Division of Student Success supports opportunities to lead, get involved, and give back to the bobcat community



This role is tasked with creating a unified brand identity and messaging framework across divisional communications

The Texas State University System Board of Regents

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