

## Job Description for Sustainability Director at West Virginia University

### **Job Summary**

This position will report jointly to the Offices of the Associate Vice President for Facilities and Services. The Director will be expected to function as a visionary leader and organizational strategist to help West Virginia University become a national model for sustainability in higher education.

### **Duties & Responsibilities**

#### *Program Leadership, Strategic Direction, Planning, and Policy Development*

- Direct and ensure all strategic and programmatic goals and objectives are met as well as oversee budgets.
- Create institutional policies and a blueprint in harmony with WVU 2020 strategic plan and land-grant mission.
- Create the strategy and roadmap to integrate sustainability into both institutional operations, academic, and community involvement functions of the University, network with and facilitate internal and external resources to accomplish that goal, and evaluate the needs of the University community.
- Establish effective linkages with departments and divisions across campus that may have sustainability initiatives in process or as part of their overall strategy or strategic plan.
- Develop programs and new initiatives to enhance the reputation and stature of WVU in the state, region and nationally.
- Create and implement communication strategies to promote broad awareness of initiatives and develop a University wide process and organizational structure to support sustainability inquiry, change, and assessment.
- Encourage and facilitate sustainability programs initiated by student, faculty and staff community members, and administration in defining goals, performance metrics, and a long range plan for sustainability.
- Develop sustainability initiatives that would enhance the marketing and recruiting opportunities for the institution.
- Serve as the technical and content expert on sustainability projects both campus and community, as applicable.
- Chair and lead WVU sustainability committee as well as form and oversee multiple subcommittees.

#### *Institutional Stewardship and Campus Sustainability Programs/Initiatives*

- Direct and expand opportunities for faculty, staff, students and administrators to learn about sustainability issues throughout the campus facilities, services, and operational dimensions of University life.

- Develop strategies to reduce or avoid costs involved with the design, construction, operation or maintenance of facilities and other infrastructure by collaborating and partnering with WVU vendors and contractors.
- Guide the university move further in adopting and developing a culture grounded in sustainability values and practices.
- Monitor and evaluate institutional practices/procedures for effectiveness and efficiency, document performance trends, and recommend and implement modifications to improve program effectiveness.
- Evaluate emerging regulations, best practices, case studies, guidelines, technological developments, and financial incentives in the marketplace and academia for application on campus.
- Respond to all emerging opportunities and demands associated with furthering the goals of campus environmental sustainability and human health.

#### *Academics and Research*

- Partner with interested staff and students toward the organizing curriculum, creation of sustainability major and minor, in addition to the finding of several internships and research opportunities for students interested in local sustainability at the University.
- Maximize research opportunities related to sustainability and help contribute further to both faculty and student satisfaction, in addition to attracting a more diverse student population and creating more publicity for the interdepartmental, individualized study programs that sustainability related major would employ.
- Conceptualize innovative and creative multidisciplinary proposal ideas with academic faculty and researchers and write grants based on sustainability in any and all fields applicable.
- Present guest lectures and seminars on various aspects of sustainability at various WVU schools and colleges.
- Organize conferences, workshops, and other academic initiatives to provide a forum for public interest and education.

#### *Student/Local Community Engagement and Outreach*

- Build effective partnerships and relationships with surrounding communities and key institutions in West Virginia.
- Create a huge amount of potential for student interest and action, in addition to drawing in a more diverse student base, and generating attention and support from the local community.
- Develop, plan, coordinate and implement activities including but not limited to; seminars, conferences, workshops, short courses, clubs, shows, public events and other programs related to sustainability at WVU, all geared towards achieving buy-in, behavior modification, and lifestyle changes from student, faculty and staff community members.
- Coordinate and/or participate in public relations activities to include preparing and supervising the production of a website, brochures, newsletters and other promotional materials, in addition to

recruiting, hiring and managing student interns performing research or work on sustainability projects with well-defined deliverables. External Relations and Collaborations

- Develop innovative proposals for corporate sponsors, alumnus, and donors to augment/enhance capital project funding and incorporate sustainability features on campus as well local/state level economic development.

- Identify sponsorships and garner external resources to support student research projects and internships. - Work on outreach in order to publicize accomplishments to interested alumni, other universities, the general public, and the local community.

- Leverage partnerships to initiate project financing and revenue generation opportunities for the institution.

- Strategically target external rating systems and other avenues to promote and enhance standing among peer institutions.

- Lead and/or participate in local, state, and national committees to further the institutional sustainability vision and mission