Assistant Vice President for Communications and External Relations

Brandeis University seeks to hire an Assistant Vice President for Communications and External Relations (AVP) to serve as the chief brand officer for the university. Reporting to the Senior Vice President for Communications and External Relations, the AVP leads Brandeis’ brand development, promotion, and measurement, and directs a university-wide integrated communications strategy to unify, optimize, and enhance marketing and communications initiatives across administrative and academic units. The AVP also works closely with both admissions and advancement colleagues to ensure that central communications’ content strategy is aligned with, informs, and supports enrollment management and development priorities.

Examples of Key Responsibilities:

- Lead the development, promotion, and ongoing management of the Brandeis University brand, including both messaging and visual identity elements. Ultimately, the Brandeis brand should resonate with internal audiences including potential students, current students, alumni, faculty, and staff; engage external audiences including donors/friends of the university, government, and partner institutions and foundations; and generate greater awareness about Brandeis among the media and general public.

- Direct and assess an integrated communications strategy that supports and unifies marketing and communications efforts across administrative and academic units. This includes consulting individual offices and departments on communications tools and coordinated, multi-channel content development, and leading the campus communicators network.

- Work in partnership with marketing staff across the university to coordinate branding efforts and foster a coherent approach to constituent engagement while also supporting key revenue objectives.

- Partner with admissions and advancement colleagues to ensure that central communications is informed about and supports these critical teams’ key marketing priorities.

- Collaborate with central communications colleagues from creative services, editorial/strategic communications, media relations, and web communications to develop innovative and compelling new ways to tell the Brandeis story across platforms. Use both qualitative and quantitative methods to analytically measure the effectiveness of these marketing initiatives and prioritize future activities.
• Encourage and promote collaboration, visibility, and involvement of central communications team members with their counterparts throughout Brandeis.

• Partner with the Senior Vice President for Communications and External Relations on major projects and initiatives in support of departmental objectives and the university’s overall marketing goals and strategic communications priorities.

• Serve as a catalyst for adopting internal best-practices across the Brandeis platform and for benchmarking against best-practices from other universities and analogous institutions. Acting as an “internal consultant,” providing technical assistance to operating units in adopting best-practices and in modifying successful approaches elsewhere to meet the particular needs of individual units.

• Regularly convene counterparts across the university to ensure collaboration and consistency and to engage communicators and marketing professionals from diverse units to feel respected and heard and to leverage communication and marketing assets across the university as “One Brandeis.”

• Oversee partnerships with outside vendors, as needed, on brand aspects including design and performance measurement.

Position Requirements:
Bachelor’s degree in related field required; Minimum of 8 years of relevant experience; Experience working with an organization to set and execute communication strategy; Exceptional communication skills; Strong relationship building skills; Familiarity and/or experience within academia is a plus;

How to Apply:
Submit cover letter and resume as a single document at http://www.brandeis.edu/humanresources/jobs/external.html. Elect option for "External Applicant”. Sort the job listing by clicking the Job ID column heading. Locate the desired job listing. Click the job title and then Apply Now.

Closing Statement:
Brandeis University is an affirmative action/equal opportunity employer and encourages minorities, women, disabled individuals, and eligible veterans to apply.
It is the policy of the University not to discriminate against any applicant or employee on the basis of race, ancestry, color, religion, sex, sexual orientation, age, genetic information, national origin, disability, veteran status, or on the basis of any other legally protected category.