Brandeis University

Senior Vice President for Communications, Marketing and External Relations

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Learn, engage, lead
There is no other place like Brandeis University. Since its early days, Brandeis has been a top-tier university with global reach, attracting students and faculty from around the world to pursue learning and scholarship at the highest levels. It is a community rooted in purpose, guided by its founding values, poised to lead in education and research in the 21st century.

As a medium-sized private research university with global reach, Brandeis is dedicated to first-rate undergraduate education while making groundbreaking discoveries. The 235-acre campus is located in the suburbs of Boston, a global hub for higher education and innovation. Brandeis faculty are leaders in their fields, as passionate about teaching and mentorship as they are about pushing the boundaries of knowledge. Brandeis students are motivated, compassionate, curious and open to exploring new and challenging experiences.

Brandeis was founded in 1948 by the American Jewish community as a nonsectarian university. In just seven decades, Brandeis has grown from a daring idea into one of the nation’s premier universities. On October 29, 2018, after nearly two years of listening and learning, President Ron Liebowitz presented a new framework for Brandeis’ future. Grounded in its inspiring history but oriented toward its collective achievements and goals, this new vision for the university outlines and embraces the strengths that make Brandeis unique.

Brandeis University is an equal opportunity employer, committed to building a culturally diverse intellectual community, and strongly encourages applications from candidates whose work reflects a commitment to Diversity, Equity, and Inclusion.

For more information about Brandeis and its future, please visit: www.brandeis.edu
The Senior Vice President for Communications, Marketing, and External Relations is responsible for designing a comprehensive branding and marketing strategy grounded in the university's core mission and values which will enhance Brandeis' external visibility and ground its internal communications.

Reporting to University President Ron Liebowitz, and working as an integral member of his executive team, the Senior Vice President for Communications, Marketing, and External Relations will provide leadership and direction to external and internal outreach programs. This individual will partner with and support a university with an ambitious agenda for the institution and its future. In partnership with stakeholders across and external to the university, the Senior Vice President will develop and execute a proactive communications, marketing and external relations strategy that clearly articulates the university’s identity and reputation through unified messaging.

**KEY RELATIONSHIPS**

**Reports to**  
Brandeis University President, Ron Liebowitz

**Direct reports**  
Senior Managers in the areas of: Marketing; Communications; and External Relations

**Other key relationships**  
Brandeis University Leadership  
Brandeis University Faculty and Students  
Deans of the Various Schools and Colleges  
Communications Leaders of the Various Schools and Colleges  
Major Media Outlets

**KEY RESPONSIBILITIES**

- Develop and execute on a communications, marketing and branding strategy for Brandeis that will increase its visibility and reputation. Provide vision and direction for a comprehensive branding and messaging project including market research. Play an active role in the execution and communication of the university's strategic plan, and lead a renewal of the university's website and overall online and digital presence.
- Expand on existing brand platforms, such as the unique connectivity that exists within its smaller research environment, resulting in an academic and social environment that is both deeply curious and collaborative.
- Build a dedicated external relations function focused on maintaining relationships with key governmental entities, professional associations, and other external partners.
- Shape the strategy for major media/external relations, including promoting research, positioning faculty as media experts, maintaining a robust online news and information presence for the media.
- Establish strong and collaborative partnerships across campus in order to create an integrated approach to Brandeis' communications and self-presentation.
- Work with each of the deans of the five schools and colleges to recognize and promote the special mission and success of each unit in ways that reinforce the university as a whole
- Create and execute a proactive communications plan that energizes and engages the university’s key internal stakeholders
- Support the crucial communications work of Admissions and Institutional Advancement
- Cultivate close cooperation with Library and Technological Services in support of Brandeis' website
- Engage faculty in promoting their work
- Develop a strong, clearly articulated crisis communications plan that is well understood by all audiences
- Ensure that departmental and institutional resources are aligned with the priorities of the university
- Establish policies and procedures regarding use of the university's brand in all communications
- Identify opportunities to enhance the Brandeis brand and reach both current constituencies and new audiences using traditional and social media techniques
- Actively create and promote a culture of diversity, inclusion, transparency, respect, growth and success of every team member
- Build a dedicated external relations function focused on maintaining relationships with key governmental entities, professional associations, and other external partners
The successful candidate will have an established record of effective leadership of a proactive and strategic communications enterprise within an organization with diverse and complex constituencies. He or she will understand the university’s mission and will be excited by the opportunity to apply a strategic vision for raising the university’s visibility and impact.

IDEAL EXPERIENCE

Eight plus years of professional experience in the fields of strategic communications and marketing that includes leadership, development and advocacy for a team of at least 10 individuals.

Evidence of ability to develop integrated strategic communications plans that advance reputation and brand identity, and increase visibility across a range of audiences.

Demonstrated leadership of crisis communications and issues management that have implications on an institution's strategy and direction in an environment of complexity and politicization.

Ability to cultivate and enhance meaningful relationships with sophisticated audiences and stakeholders, including internal clients, the media, and other key influencers locally, nationally and internationally.

Demonstrated success leveraging social media and other forms of communications and marketing technology to advance organizational objectives internally and externally.

Success managing, directing, coordinating and developing teams.

Implementation of systems and processes that enhance departmental ability to deliver the highest quality client service, create team efficiency and drive proactive response and impact.

Exposure to a mission-oriented academic or non-profit enterprise.

Master's degree preferred.

Management of budgets of at least $3M with evidence of using data to guide strong decision-making.

Facility communicating and responding on behalf of an organization in support of philosophical and issues-related events connected to equity, diversity and inclusion.

CRITICAL LEADERSHIP CAPABILITIES

Strategic and Proactive Leadership

In a decentralized yet interdependent environment, demonstrate the ability to proactively identify challenges, emerging issues, and opportunities that impact the entire university, and assert a thoughtful course of action that is grounded in past experience. Adept at both defining and executing appropriate strategies to support Brandeis’ ambition to raise its external profile and align clear, cohesive internal communications.
Collaborative Team Leadership

As an advocate for the communications team and its output, spend time building a clear understanding of the capabilities and potential of the whole team, set a clear and high bar for performance, provide the infrastructure and strategic support to build capability, and align team capacity with the overall objectives of Brandeis. Delegate projects with a clear set of agreed measures of success and translate university goals into priorities and individual performance measures that reinforce the larger intent.

Driving Results

Within a university guided by an ambitious strategic plan, align the communications, marketing, and external relations team in support of institutional objectives by anticipating and infusing a strong sense of urgency in responding to enterprise-wide needs without sacrificing quality. Inspire a proactive, results-focused orientation in the design, delivery and execution of communications and marketing strategies, overcome obstacles, plan for contingencies, and review performance against progress to ensure delivery of results.

OTHER PERSONAL CHARACTERISTICS

- Extraordinary interpersonal skills, including the ability to build relationships and seek alignment across the full range of Brandeis' constituencies
- A personal commitment to diversity and social justice

To express confidential interest or to nominate a candidate, please send committals to:
BrandeisSVP@spencerstuart.com