

Brandeis University
Senior Vice President Marketing and Communications

Organization

Brandeis University, founded in 1948 by the American Jewish community, is a private, coeducational, and nonsectarian institution of higher learning and research located in Waltham, Massachusetts. Brandeis is among the finest research universities in the U.S., distinguished by its powerful and inspiring origin story, its consistent commitment to repairing the world, and the types of indicators of academic excellence that has earned the University its appropriate place in the American Association of Universities (AAU): stellar teaching, seminal faculty research and scholarship, exceptional students, and notably accomplished alumni. It strives to advance an ambitious strategic direction grounded in its distinct story, raise its national profile, attract the finest undergraduate and graduate students from all backgrounds, and secure new resources to strengthen its mission and expand its impact and reach.

Currently, Brandeis has a total of 5,800 undergraduate and graduate students and is ranked among the nation's top universities. Located nine miles west of Boston in the suburb of Waltham, the campus is positioned on 235 rolling acres comprising more than 100 academic and residential buildings and is the academic home to 600 faculty members and 1,200 staff members.

Position

Senior Vice President, Marketing and Communications and External Relations

Reports to

President Ron Liebowitz

Opportunity Proposition

In this newly constituted, pivotal role, you will join Brandeis' leadership team at a watershed moment for the University and for higher education at large. Overseeing marketing and communications for the University, you will build and lead a center-led, innovative, and strategic team. You will have the opportunity to develop and ensure timely execution of integrated marketing and communications initiatives that maximize opportunities for the university, schools, colleges, departments, and institutes. You will have a material impact on the university's brand, visibility and standing in the marketplace.

Principal Responsibility

Lead and advance the university's marketing, communications, and branding initiatives, in alignment with the President's vision and priorities, to elevate Brandeis' regional, national, and global visibility and reputation. Collaborate with senior leadership across all schools, colleges, centers, institutes, and departments to ensure that internal and external initiatives are comprehensive, integrated, results-oriented, and convey a consistent brand message and image. This leader will be responsible for developing and implementing a transparent and detailed plan including strategic, operational, and fiscal management for branding, digital strategy, external relations, and internal communications for the university, across all channels and audiences.

Specific Duties

- Immerse yourself into the culture/institution by meeting with university leadership, faculty, staff, and students to gain an appreciation for and understanding of key objectives, as well as the history, culture, and future aspirations of Brandeis.
- Develop and deploy a concise and strategic marketing and communications plan that enhances Brandeis's brand and achieves both long and short-term objectives for the university. Areas of emphasis include marketing, digital strategy, content development, paid media and advertising, influencer activation, internal/employee communications including media relations, engagement and thought leadership,
- Serve as marketing/communications strategic advisor and key point of contact to the University's senior leadership. Advise on media crisis, public relations issues, significant internal change management and effective messaging to advance the reputation of the University.
- Maximize the public profile of Brandeis, including through leveraging activities of the President and other leaders.
- Engage the academy and faculty in promoting and amplifying their work.
- Provide leadership, coaching, and active management for the marketing and communications team to increase the capabilities and improve the effectiveness of this group. Aggressively evaluate the structure and capabilities of the team against the goal of providing a center-led, proactive, client-focused resource for the University. Develop a structure and process that allows the team to optimize their partnerships with all university stakeholders.
- Establish strong and collaborative partnerships working with each of the deans to recognize and promote the special mission of each school/college in ways that reinforce the university as a whole.
- Utilize research, market analysis and market insights to uncover Brandeis' market opportunities. Steward the Brandeis brand to a place of clarity and prominence by utilizing data to inform the development of strategic communications and marketing plans that achieve awareness, attribution, engagement, preference, and conversion.
- Partner with admissions leaders and academic deans across the university to support innovative and strategic initiatives aligned with student success and recruitment. Support the development of acquisition programs to influence top-of-funnel awareness, lead generation, application growth, and a strong messaging and targeted marketing campaign for post inquiry prospective students.
- In partnership with Institutional Advancement, develop communications programs that drive participation, volunteerism, and philanthropy. Promote and leverage signature alumni engagement and development activities that deliver philanthropic support and grow the pipeline.
- Oversee the progression of the university's brand identity and message architecture, establishing a well-defined and articulated framework that is aligned to Brandeis' strategic

vision. Create an effective partnership network across all departments and academic units of the university, including with faculty, to advance brand-building goals and ensure alignment by all internal and external audiences.

- Champion internal communication strategies and tactics in partnership with senior leadership and university colleagues. Design and facilitate processes related to crafting messaging, identifying, and optimizing effective channels, and creating actionable feedback loops with internal audiences.
- Develop and implement a proactive local and national media relations and issues management strategy to advance Brandeis University's visibility and standing.
- Evaluate and advance digital capabilities by developing a customer-first engagement platform that students, potential students, faculty, alumni, and various stakeholders can experience all that Brandeis has to offer.
- In partnership with the Vice President of Diversity, Equity, and Inclusion, bolster internal and external communications regarding Brandeis' rich history of and commitment to creating an environment that fosters inclusion for all and encourages diversity of viewpoints.
- Provide fiscal responsibility for the department by working with the team to develop and manage budgets appropriately; identify opportunities for efficiencies across the university. Develop a communications/marketing ROI dashboard to track/evaluate the effectiveness of programs on a continual basis.
- Continually foster and maintain strong working relationships throughout Brandeis, to achieve marketing and communications goals for all constituents including working across the University to develop and oversee trans-institutional communications channels, linking researchers, professors, staff and students across schools, and departments.
- Chair the university-wide communications and marketing council made up of campus-wide representatives to ensure consistency of messaging and brand integration. As a champion for the brand, influence and lead the council to foster an exchange of best practices across the campus.
- Participate in campus-wide strategic planning efforts and contribute to discussions that guide strategies and policies shaping Brandeis University's future.

Professional and Personal Profile

- Proven track record of demonstrated success as a marketing and communications leader in progressively responsible positions. Previous experience in higher education is preferred but not a requirement; thriving in a complex, matrixed environment with multiple internal and external audiences is a must.
- Effective leader adept at driving change; can build relationships with colleagues throughout the university and inspire those outside their direct sphere of control.

- Brings a compelling portfolio of experience developing integrated plans and programs that drive results.
- Comprehensive expertise in contemporary marketing and digital trends, encompassing digital marketing, social media, content marketing, SEO, paid media, branding, and market research methodologies. Proven success in aligning marketing strategies with communications to advance enterprise goals and objectives. Strength in brand-development, storytelling, and adapting messaging to address various constituents across a variety of media modalities.
- Aptitude for and adeptness at tracking and leveraging data to inform strategy and tactics aligned with the university's strategic plan and mission.
- An understanding of shared governance and collaborative decision-making is essential as it relates to consensus building around programs and messaging. Familiarity and comfort in a highly collaborative work environment, willing to contribute by building internal partnerships and establishing trust with faculty, staff, students, and alumni to inspire creative thinking foster problem solving.
- Must understand, appreciate, and embrace the history of Brandeis and its founding Jewish values, have a commitment to the mission of Brandeis.
- Proven ability balancing short-term objectives and long-term vision and can work simultaneously to deliver both. Innovative and creative thinker—proactively identifies opportunities; motivated by challenges and opportunities.
- Proven success in managing, motivating, and supporting creative people and building a cohesive marketing and communications unit. Experience with identifying talent, building teams, and recommending appropriate staffing models to support overall goals and objectives.
- Ability to plan and meet budget expectations and function as part of a complex managerial team.
- A perceptive, energetic individual who can affect change in a dynamic environment, practices good discernment and judgment, and can be a champion for Brandeis' branding effort.
- Expert communications skills (oral and written). Proven experience in working with and advising people in high-level positions of public visibility.
- Proven expertise as both a strategic thinker and a project manager with a keen ability to synchronize the two. Demonstrated ability to direct outside business partners and service providers.
- Team player: ability to work collaboratively with others; good listener. Someone who has high energy/drive, a relentlessly positive attitude, and is results oriented.
- Confident decision-maker; strong character, integrity; and common sense.

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- Sense of humor.
- Bachelor's degree in marketing, business, or a related field; an advanced degree is preferred.

Brandeis University is committed to providing its students, faculty, and staff with an environment conducive to learning and working and where all people are treated with respect and dignity. We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, ancestry, national origin, ethnicity, caste, sex, pregnancy, sexual orientation, gender identity/expression, including transgender identity, religion, disability, age, genetics, active military or veteran status and any other characteristics protected under applicable federal or Massachusetts law.

Brandeis University has retained the Executive Search Firm, The Ward Group, to lead the search efforts. Interested applicants should submit a cover letter and resume to: info@wardgroup.com and reference "Brandeis" in the subject line.