

## **Tulane University vice president for university communications and marketing**

Tulane University invites inquiries, nominations, and applications for vice president for university communications and marketing. The vice president will serve as a vital member of the university's administrative team and will provide vision, innovation, and thought partnership to advance Tulane's profile and brand.

Tulane is on a remarkable trajectory, with record student quality, positive economic impact in New Orleans and the region, and increased research that is critical in these challenging times. Since the arrival of President Michael A. Fitts in July 2014, Tulane has embraced a purposeful strategic vision, achieved record financial health, executed a comprehensive branding initiative, and launched a nearly completed \$1.3 billion campaign. From its dramatically-improved research profile to its 9% first-year acceptance rate to the transformation of the physical campus, Tulane's renaissance is evident.

As a key member of President Fitts' Cabinet, reporting directly to him, the new vice president has the opportunity to make a personal and lasting impact on Tulane. The new vice president will: advise the president and university leadership about key opportunities and initiatives to propel the profile and brand of Tulane,

- refine the compelling narrative about Tulane's distinctive education, its impactful scholarship, research, and public service, and its significant contribution to the health of the nation,
- provide leadership and coordinate university, school, and unit responses to crises,
- build emergency communications for the university and serve as the university's spokesperson on the local, state, national, and global levels, supervise and motivate a centralized communications and marketing team – a talented staff that brings strategic vision and creative and innovative ideas to each area it addresses,
- provide overarching connection, coordination and support to the key marketing units on campus including advancement and enrollment management.

The ideal candidate must demonstrate a strong creative instinct, exceptional judgment and an entrepreneurial spirit that will help create a bolder future for Tulane. The candidate should foster internal and external collaborative partnerships and include a rich diversity of voices, expertise and perspectives to showcase Tulane's desire to marshal its many resources to improve the human condition.

Tulane's stunning campus is located in one of the most culturally diverse and environmentally significant regions in the world. As a member of the prestigious Association of American Universities (AAU) and a Carnegie R1 research institution, university efforts generated more than \$176 million in research funding in 2020. Tulane is also the only research university that requires a public service component as part of its undergraduate curriculum.

All applications, nominations and inquiries are invited. Applications should include, as separate documents, a CV or resume and a letter of interest addressing the themes in the leadership profile available at [WittKieffer.com](http://WittKieffer.com).

WittKieffer is assisting Tulane University in this search. Review of applications has begun and will continue until an appointment is made.

Application materials should be submitted using WittKieffer's candidate portal.

Nominations and inquiries can be directed to Tulane's consultants:

Robin Mamlet, Jeff Compher and Natalie Song  
[TulaneVPUCM@wittkieffer.com](mailto:TulaneVPUCM@wittkieffer.com)

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