

## **Vice President of University Marketing and Communications**

Towson University (TU) has partnered with WittKieffer to conduct the search for the Vice President (VP) of University Marketing and Communications. TU is Maryland's university of opportunities and known as a leader in academic excellence, research, and discovery. As the chief marketing and communications officer, the VP will advance the University's goals to position TU as a national leader in higher education. Click to read the entire Job Ad for Vice President of University Marketing and Communications

With oversight of university communications and media relations, creative services, digital strategy, and marketing and brand strategy, the VP will lead a creative, diverse, and results-oriented team that continues to strive for excellence through timely and effective communications and marketing to support the overall mission and strategic direction of the University.

TU is evolving. It is bigger, braver, and bolder. With over 150 years of experience pushing possibilities, TU is ranked by U.S. News & World Report in the top 100 for public national universities. Located on a 330-acre campus in Towson, Maryland, just 10 miles from Baltimore's Inner Harbor and a short drive or train ride to Washington, D.C., Philadelphia or New York City, TU offers unmatched opportunities to engage with the state and federal government, elected officials, worldwide embassies, think tanks, the national media and other influencers of public policy in addition to endless cultural, recreational and entertainment attractions.

As an advisor and collaborator, the VP ensures that the voices of our many stakeholders are brought together to build unity within the University and guides the implementation of integrated communication strategies across TU and beyond. Reporting directly to the President, the VP advances the University's mission, as well as provides guidance on TU communications and marketing initiatives including enrollment marketing plans and outcomes. As a communications expert, the VP will represent the university in support of partnerships and collaborations that TU has developed across Greater Baltimore. The VP represents and promotes the University, utilizing internal and external partners to increase its visibility and highlight TU's achievements in teaching and research. Their work will build on TU's accomplishments and set the University apart within a competitive higher education environment.

The successful candidate will be an innovative, creative, and opportunity creator with experience establishing strategic direction with effective communications and ensuring operational success. With proven work experience and accomplishments in strategic communications, marketing, and public relations, media relations, creative design, and digital strategy, the VP will bring an analytical and data-driven approach to leading and decision-making. The selected candidate must have experience responding strategically and appropriately to information requests, sensitive situations including emergencies and crises while supporting enrollment marketing initiatives and ensuring effective and efficient communications. The VP must demonstrate excellent interpersonal skills and the ability to establish partnerships, present information effectively, and the ability to unify diverse audiences around a common vision. A master's degree is required. Demonstrated success in academic administration at an institution of higher education is preferred.

For fullest consideration, applicant materials should be received by Monday, October 25, 2021. Candidates should provide a resume or curriculum vitae, and letter of application that addresses the responsibilities and requirements described in the leadership profile (available at [www.wittkieffer.com](http://www.wittkieffer.com)). These materials should be sent electronically via email to WittKieffer

consultants Melissa Fincher and Ashlee Winters at [TU-VPMarComm@wittkieffer.com](mailto:TU-VPMarComm@wittkieffer.com) . Questions and nominations should be directed to the consultants through the same email address.

Towson University is an Equal Opportunity/Affirmative Action Employer and has a strong institutional commitment to diversity. Women, minorities, persons with disabilities and veterans are encouraged to apply. Towson University's policies, programs, and activities comply with federal and state laws and University System of Maryland regulations prohibiting discrimination on the basis of race, color, religion, age, national origin, gender, sex, gender identity and/or expression or sexual orientation

Link to apply: <https://www.wittkieffer.com/position/22868-vice-president-of-university-marketing-and-communications/>