

Vice President for Marketing and Communications  
Hawai'i Pacific University

Hawai'i Pacific University (HPU) seeks an experienced, collaborative and creative leader to serve as its Vice President for Marketing and Communications.

HPU is a private, not-for-profit institution of approximately 4,200 students with a full-time equivalent enrollment of 2,798 undergraduates and 376 graduate students coming from all 50 states, U.S. territories and nearly 65 countries. Founded in 1965, HPU is Hawai'i's largest private university with its core campus in the heart of Honolulu's business district. HPU's investment in the urban student experience translates to greater hands-on experiences for students, expanded interdisciplinary collaboration between colleges and programs, and deeper engagement with the community of Honolulu and the state of Hawai'i. HPU is committed to serving the local and global communities and challenges its students to acquire the knowledge and experiences that foster critical thinking, cultural awareness, effective communication skills, and an understanding of the workings of an increasingly interconnected world.

Reporting directly to the President, the Vice President for Marketing and Communications will provide executive level direction and management oversight for internal and external communications, data-driven marketing, branding and promotional activity in support of the university's strategic plan, academic strategic plan, the campus master plan and other ongoing initiatives. The Vice President will be the university's chief marketing and communications officer and will serve as an ambassador for the university, developing relationships with the media and external partners. The Vice President will represent and promote the university's brand, vision, strategy and public relations campaigns to attract the best students, motivate alumni and donors and recruit high-quality faculty and staff. HPU has great stories to tell, and the new Vice President will have the opportunity to use those stories to drive brand recognition nationally and internationally.

The next Vice President will be a highly experienced marketing and communications professional with at least ten years of management experience in leading communication and marketing strategies in one or more of the following settings: education, not-for-profit, government, business and/or industry. A successful record in positions of increasing responsibility and a demonstration of strong strategic orientation and measurable positive impact in the deployment of communications and marketing strategies will be essential. The Vice President will be an enthusiastic executive with a genuine appreciation for the Hawaiian culture and its place in regional, national and international discourse. A personal resonance with HPU's mission and values and a global perspective and commitment to fostering diversity in its many forms are absolutely required.

WittKieffer is assisting Hawai'i Pacific University in this search. All applications, nominations and inquiries are invited. Applications should include, as separate documentation, a CV or resume and a letter of interest addressing the themes in the leadership profile. The leadership profile can be found at [www.wittkieffer.com](http://www.wittkieffer.com). For fullest consideration, candidate materials should be received by May 23, 2022. Application materials should be submitted using WittKieffer's [candidate portal](#).

Nominations and inquiries can be directed to WittKieffer consultants:

Zachary A. Smith, Ph.D. and Ashlee Winters  
[HPU-VPMarCom@wittkieffer.com](mailto:HPU-VPMarCom@wittkieffer.com)

*Hawai'i Pacific University is an Equal Opportunity Employer committed to fostering a diverse, equitable environment in which faculty and staff can excel irrespective of race, color, national origin, sex, disability, age, genetic information, sexual orientation, gender identity/expression, marital status, or any other protected class covered by state and federal law. Hawai'i Pacific University encourages applications from veterans and individuals with disabilities.*