

Vice President for Marketing and Communications

Alfred University (AU), located in upstate New York, a small, successful, private, comprehensive doctoral degree-granting university invites inquiries, nominations and applications for the position of Vice President for Marketing and Communications. Reporting to President Mark Zupan who joined Alfred University in 2016, the Vice President serves on the president's leadership team and is an active participant in all aspects of institution-wide planning, policy development, and communications. This individual leads in a dynamic and engaging environment that supports academic excellence, co-curricular engagement and involvement in an inclusive and vibrant community of learners and makers. Alfred students are innovators, change-makers and stewards of place. The university seeks a leader who is forward-thinking and community-minded and who empowers others while exercising a collaborative vision for communicating Alfred University's strengths and potential.

Founded in 1836, Alfred University is one of the first coeducational, inclusive institutions in the United States. A private, non-sectarian, university with state-sponsored programs in engineering and art and design, Alfred University is situated in the foothills of the Allegheny Mountains about an hour west of Corning, an hour and a half south of Rochester and two hours from Buffalo. The university enrolls about 1,600 undergraduates, and nearly 150 full-time and 90 part-time graduate students from 43 states and 16 countries attend classes on the Alfred campus. Additionally, 475 graduate students are enrolled in the AUNY NYC-metro area programs. AU's 232 acre campus with more than 50 academic and residential buildings is home to a vibrant residential, student-centered, living/learning community. Another 400 acres of nearby recreational land complement the university's facilities and programs.

Having successfully reached the conclusion of an ambitious five-year strategic plan, the university is prepared to launch a new set of strategic initiatives aimed to realize Alfred University's promise through building on its distinction as an institution of doers and makers. The vice president for marketing and communications will provide leadership to the university's marketing and communications division in support of these initiatives, with particular attention to developing a compelling brand and messaging strategy.

The vice president for marketing and communications reports directly to the president of the university, is a member of both the Cabinet and the Executive Council, and oversees five professional staff. AU seeks candidates with substantial experience in marketing and communications and demonstrated success of progressive advancement in professional responsibility. Outstanding oral and written communication skills are required, as well as significant proficiency in social media, technology, strategy and planning. A bachelor's degree is required; an advanced degree is preferred.

A detailed description of the position and the agenda for the Vice President is available at WittKieffer.com.

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 profile.

WittKieffer is assisting Alfred University in this search. Candidates should be aware that this search is moving on a quick timeline. For fullest consideration, candidate materials should be received by August 22, 2022.

Application materials should be submitted using WittKieffer's candidate portal:
<https://apptrkr.com/3281568>

Nominations and inquiries can be directed to:
Lucy Leske and Bree Liddell
AlfredVPMC@wittkieffer.com

Alfred University is committed to providing equal employment opportunity to qualified persons without regard to race, sex, color, religion, national origin, citizenship, marital status, sexual orientation, gender, gender identity or expression, age, disability, military, veteran status or any other protected status or classification under federal, state or local law.