

Vice President for Marketing and Communications

Bradley University seeks a transformational, innovative leader to serve as its next **Vice President for Marketing and Communications** (VPMC). This individual is the university's chief marketing and client officer and is responsible for advancing its marketing, branding, communications, and the client experience. Key priorities for the VPMC will be to manage the complex interplay of marketing and recruiting strategies; create marketing strategies and plans to win market share, build the Bradley brand, and provide all constituents a best-in-class experience; and develop a forward-thinking plan for marketing that will include innovative technology, the best use of data, and exceptional communication to build awareness of Bradley's mission and attract more students and engaged constituents.

The ideal candidate must have the ability to be a strategic thinker, bringing forth new, innovative, and creative ideas, while also embracing data with an ability to translate it into actionable ideas. This individual must be able to use all available information to understand Bradley's many audiences and use that knowledge to review and provide feedback on creative campaigns, growth tactics, and the full client lifecycle journey to ensure the institution is delivering the right experience and message to the right audience at the right time.

Critical to success will be the VPMC's ability to grasp, embrace, and greatly extend the mission of Bradley as a keystone institution that is dedicated to the community it serves – from prospective students to alumni to community partners. The ability to enroll students from varying backgrounds and experiences, including traditional, transfer, international, and adult learners, will be importance. Of equal significance, the VPMC will possess a deep and authentic commitment to the values of diversity, equity, access, and inclusion, including a proven record of advocacy for those who are traditionally marginalized and underrepresented in higher education. The successful candidate will be an exceptional member of a senior team that values collaboration, inclusivity, and transparency.

Located in the historic West Bluff neighborhood, Bradley University is a mid-sized, private university in Peoria, Illinois, and offers students the opportunities and resources of a larger university and the personal attention and exceptional learning experiences of a smaller university. The university has been ranked by **U.S. News and World Report** in the top 10 of "Most Innovative", "Best Value", and "Best Undergraduate Teaching" schools. Bradley enrolls nearly 6,000 students (approximately 4,600 undergrads, 380 graduate students on campus, and 900 graduate students online) and employs approximately 900 people. The university has an annual operating budget of \$161 million and an endowment of \$350 million. This individual will join Bradley as the university advances a refreshed <https://www.bradley.edu/about/mission/> and its new <https://www.bradley.edu/sites/strategicplan/2021/>, which were adopted in July 2021 under the leadership of <https://www.bradley.edu/offices/president/>.

WittKieffer is assisting Bradley University in this search. Applications should include, as separate documents, a letter of interest addressing the themes in the profile, available at <https://www.wittkieffer.com/position/24511-vice-president-for-marketing-and-communications/>, and resume. Applications will be reviewed on a rolling basis and candidates are encouraged to submit materials at their earliest opportunity.

Application materials should be submitted using WittKieffer's <https://apptrkr.com/3988283> using the buttons below. Nominations and inquiries can be directed to Ryan Crawford, Melissa Fincher, and Jenna Brumleve at <https://tinyurl.com/55mr9d8u>.

Bradley University is an Affirmative Action/Equal Opportunity Employer. The administration, faculty and staff are committed to attracting qualified candidates from underrepresented groups.