

**The University of Colorado Boulder**, one of only 38 U.S. public research institutions in the Association of American Universities (AAU) and the flagship university of the University of Colorado system, seeks an experienced, innovative, and collaborative leader to serve as its next **Executive Director, Advancement Marketing and Communications** (executive director). The executive director joins the CU Boulder Office of Advancement at an exciting time as it prepares for the institution's first campus-based comprehensive campaign. This is an exciting career opportunity for someone who is inspired to build capacity, eager to be bold, and collaboratively shape a dynamic campaign strategy for the long-term prosperity of CU Boulder.

Nestled in the foothills of the Rocky Mountains on the front range of Colorado, CU Boulder provides a balance of urban and outdoor lifestyle. In its recently released 2023 rankings, US News & World Report has recognized the University of Colorado Boulder (CU Boulder) #97 National Universities, #42 Top Public Schools, and #61 Best Colleges for Veterans, among several other impressive accolades. CU Boulder educates a diverse student body of nearly 36,000 students from 100 countries representing many different ethnic, religious, academic, and social backgrounds and fostering the development of a multicultural community that enriches each student's experience.

The executive director reports to the Vice Chancellor for Advancement, Katy Herbert Kotlarczyk, and serves on both the Advancement Leadership Team, as well as the leadership team, led by Senior Associate Vice Chancellor and Chief Communications Officer, Jon Leslie. The executive director will lead a team of 14 dedicated professional marketing, communications, and creative staff who provide strategic guidance, hands-on production-level work, and in-house liaison/consultant services for Advancement and campus partners. The CU Boulder Advancement team has four core values, which drive engagement and define its culture: the team is committed to a culture of joy, motivated by collaboration, passionate about excellence, and driven by impact.

The executive director will lead and implement a comprehensive marketing and communications strategy with measurable and prioritized targets to advance philanthropic and engagement efforts and activities. The executive director will be well-versed in digital communications platforms and social media interface and manage external vendors, as needed. The executive director will play a crucial role in supporting institution-wide initiatives through compelling storytelling and will produce high-impact campaigns and products that position CU Boulder's world-class research and educational initiatives to a wide variety of constituents.

This important work will inspire transformational philanthropy and deepen engagement with alumni, donors, and friends of the institution in preparation for the future campaign. The executive director will leverage best practices in workflow management to ensure that the department's processes are effective, and resources are optimized. The executive director will collaborate and communicate effectively across the enterprise. They will set comprehensive, drip, and other creative communications plans to effectively reach alumni, donors, and the broader CU Boulder community. The Advancement Marketing and Communications team will also continue to provide

immediate need and best-in-class solutions, strategies, and products to its campus partners.

The successful candidate will have significant experience in marketing and communications, ideally with specialization in higher education and/or advancement. Candidates must be deeply mission-driven and bring creativity, passion, and dedication to their work. A bachelor's degree or equivalent combination of education and experience, plus six years of professional, job-related experience, including some team lead or supervision experience, is required.

Inquiries and nominations may be directed to WittKieffer consultants Melissa Fincher, Bree Liddell and Kimberly Migoya at **CUBoulderAdvMarComm@wittkieffer.com**.

Candidates should provide, as two separate documents: a resume and a letter of interest that addresses the responsibilities and requirements described in the Leadership Profile.

Application materials should be submitted using the candidate portal and will be reviewed on a rolling basis. For fullest consideration, candidate materials should be received no later than **Tuesday, July 25th**.

Compensation range: \$160,000 – 185,000, plus relocation support

Location: Boulder Campus with hybrid/flex schedule

Benefits: The University of Colorado offers a full benefits package. Information on university benefits programs, including eligibility, is available at [www.cu.edu/employee-services](http://www.cu.edu/employee-services).

#### CU Boulder Advancement DEI Statement

*At CU Boulder Advancement, we allocate time and resources to diversity, equity, and inclusion (DEI). Our efforts contribute directly to our division's core values and to advancing CU Boulder's mission through impactful fundraising and engagement results. As a team and as individuals, we commit to learning about and challenging systems, policies, and practices that enable oppressive ideologies to recur in our community. (Oppressive ideologies include racism, sexism, ableism, heterosexism, and other "isms" that cause harm. This list is not exhaustive and may evolve in our pursuit of collective liberation.) Embracing our responsibility to lead and model helps promote the culture we desire while supporting our internal and external constituents. Accountability for our commitment to DEI is established through specific individual and team goals that evaluate our progress and growth.*

*The University of Colorado does not discriminate on the basis of race, color, national origin, sex, age, pregnancy, disability, creed, religion, sexual orientation, gender*

*identity, gender expression, veteran status, political affiliation, or political philosophy. All qualified individuals are encouraged to apply.*