

## **Vice President for Communications and Marketing**

### **Kansas State University**

The Kansas State University invites nominations and applications for the position of Vice President for Communications and Marketing. This is a pivotal and exciting time at Kansas State University with a new president, a bold economic prosperity plan, the development of a new university strategic plan, a record year for research awards, a record fundraising year, the opening of the National Bio and Agro-defense facility and the strongest state budget supporting higher education in a decade.

This is an exceptional opportunity to join an inspiring R1 institution as its next strategic visionary to enhance the institution's communications, brand vision and public relations campaigns, both nationally and internationally. Reporting to the vice president for executive affairs, university engagement and partnerships, and chief of staff, the next vice president for communications and marketing (VPCM) is an accomplished communications professional of unquestioned integrity, sound judgment and considerable energy with a commitment to collaborative work and empowerment, a passion for higher education and the ability to embrace, support and communicate K-State's vision to lead the next generation of land-grant universities, internally and externally.

The VPCM is responsible for the leadership, development, integration and implementation of institutional branding, marketing and public relations that communicate about and advance the strategic direction and positioning of the university and its leadership. The successful candidate brings strong and proven strategic leadership skills, experience with crisis management, the ability to lead organizational change in a complex environment and experience aligning talent and coordinating across the institution with non-centralized communicators. Highly developed writing and communication skills are essential tools in communicating with multiple constituent groups.

Leading the Division of Communications and Marketing, the next VPCM serves as the chief communications officer for Kansas State University and leads a centralized strategic communications team that provides reputation management, crisis communications and proactive public relations efforts. Moreover, the VPCM will drive the internal communications at the institutional level while setting the overall strategy for institutional responses, representing university leadership through public communications and providing counsel to the university president, provost, cabinet and deans. Serving on the crisis management team, the VPCM will respond to crises that develop during the year.

WittKieffer is assisting the Kansas State University with this search. Applications should include, as separate documents, a resume and letter of interest addressing the themes in the leadership profile.

Application materials should be submitted to WittKieffer's candidate portal. For fullest consideration, candidate materials should be received by Wednesday, April 12, 2023.

Nominations and inquiries can be directed to WittKieffer consultants, Melissa Fincher and Jenna Brumleve, at:

mailto:KStateVPCommMktg@wittkieffer.com

Applicants must be currently authorized to work in the United States at the time of employment. Kansas State University is an Equal Opportunity Employer. All applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender, gender identity, age, national origin, disability, or status as a protected veteran.

**Advertised:** 02 Mar 2023

**Application Closes:** Open until filled

**To apply, visit <https://apptrkr.com/4654365>**

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