

University of Rochester
Associate Vice President of Marketing
Rochester, NY

University of Rochester seeks an accomplished, collaborative, and visionary leader to serve as the associate vice president of marketing (AVP) who will create a renewed and cohesive brand strategy and marketing program that elevates the university's global reputation in support of the education and research mission. This is an exciting time to join the university as it launches the <https://boundless.rochester.edu> with a central focus on "one university".

The <https://www.rochester.edu> is one of the nation's leading private research universities. The motto, **Meliora ("ever better")**, embodies the mission: to learn, discover, heal, create—and make the world ever better. Founded in 1850, the University of Rochester combines the intellectual excitement of a major research institution with a medical center, school of music, and community art museum, with the personalization and hallmarks of a comprehensive liberal arts education, including a unique cluster-based undergraduate curriculum.

Reporting to the VP for Marketing and Communications, the AVP is responsible for developing a new marketing program that connects and engages core audiences with a particular focus on prospective students, knowledge seekers, alumni, and patients. Just like the strategic plan, the AVP will be bold in their thinking and enhance the convention of traditional higher education marketing campaigns to significantly extend and strengthen the university's global reputation.

The AVP will revitalize the brand and launch a comprehensive campaign to coincide with the university's 175th anniversary in October 2025. This will include conceiving of and launching a new marketing program, designing and building a marketing team, leading integrated marketing campaigns, and unifying the university's brand footprint with comprehensive programs, guidelines, and policies. The AVP will make data-informed decisions and drive change with intentional collaboration and communication skills.

As a member of the leadership team, the AVP works closely with colleagues to align efforts with business goals and contribute to the development of a high-performance organization. The AVP will work in a collaborative management environment where thoughts and feedback are encouraged throughout the organization. The associate vice president will cultivate a high-performance organization by actively supporting and leading colleagues in partnership with the vice president. They will design and hire the team required to achieve goals and oversee a budget and agency to complete work. A bachelor's degree and 10 years of senior-level experience in a related field is required or equivalent combination of education and experience required.

All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a resume and a letter of interest addressing the themes in the

leadership profile, available at <https://wittkiewer.com/positions/25686>. WittKiewer is assisting University of Rochester in this search. Application materials should be submitted to WittKiewer's <https://apptrkr.com/5232634>. Nominations and inquiries may be directed to Melissa Fincher and Jenna Brumleve at RochesterAVPMarketing@wittkiewer.com.

Compensation Range: \$176,405 - \$282,256 Annually

The University of Rochester is committed to fostering, cultivating, and preserving a culture of equity, diversity, and inclusion to advance the University's mission to Learn, Discover, Heal, Create – and Make the World Ever Better. In support of our values and those of our society, the University is committed to not discriminating on the basis of age, color, disability, ethnicity, gender identity or expression, genetic information, marital status, military/veteran status, national origin, race, religion/creed, sex, sexual orientation, citizenship status, or any other status protected by law. This commitment extends to the administration of our policies, admissions, employment, access, and recruitment of candidates from underrepresented populations, veterans, and persons with disabilities consistent with these values and government contractor Affirmative Action obligations.