

# National Louis University (NLU) Chicago, Illinois

## Position Specifications Product Manager November 2013

Prepared by:  
Summit Search Solutions, Inc.



NATIONAL LOUIS UNIVERSITY



[www.nl.edu](http://www.nl.edu)

## THE INSTITUTION

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### Overview:

**National Louis University (NLU)**, a 127 year old institution and one of the nation's most innovative institutions of higher education, has defined a bold new future preparing leaders, predominantly adult learners, to address tomorrow's challenges in the context of increasing global urbanization.

NLU is a private, non-profit, independent institution serving a diverse multicultural population of approximately 8,300 students enrolled in three Colleges with programs from the baccalaureate to the doctoral level. Students attend classes primarily on five campuses in the Chicago metropolitan area and three other campuses in Southern Wisconsin, Florida, and Poland. Its programs are highly regarded for the quality of instruction, innovation, small classes that create strong ties between students and faculty, and flexibility that speak to the needs of its non-traditional student population. NLU is focused on delivering mission-driven, innovative and market-relevant new programs that provide tremendous value for its students, hence the creation of this exciting new opportunity. To learn more: <http://www.nl.edu/about/>

**Location:** Chicago, IL

## THE OPPORTUNITY

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### The Position:

The **Product Manager (PM)** is a newly created position reporting to the Vice President of Marketing and Communications. The Product Manager will be responsible for working with marketing and academic leadership to help plan and execute the launch of new programs and redesigned programs for the institution, integrating all functional areas involved in the effective implementation of programs including, academics, marketing research and promotion, enrollment operations and student facing services.

### Primary Responsibilities:

- Responsible for using market data and insight from multiple internal academic stakeholders to assess key market segments and audiences and make strategic recommendations for new and redesigned programs.
- Participate as a key member of the team that leads annual portfolio planning and development initiatives in order to prioritize strategy and resource allocation for new programs, program redesign and distribution.
- Facilitate identification of unique program differentiators as well as modalities to meet audience needs.

- Facilitate operational integration and schedules in order to make sure programs are set up for market launch. As part of this integration, processes will need to be developed on an as needed basis.
- Ensure that advising, admissions and student finance are informed about relevant program detail that facilitates functional execution from those departments prior to launch.
- Marketing Specific Integration. Work with marketing to finalize positioning and key messaging as well as integrated marketing tactics for program launch.
- Enrollment Specific Integration. Work with enrollment to ensure that key selling points and strategies are in place prior to launch.

**Position Qualifications:**

- Bachelor degree, Master's beneficial but not required.
- Possess strategic marketing knowledge and product management functional expertise preferably within the education space.
- Project management skills.
- Ability to participate in strategic decision making.
- Experienced with Microsoft Office products.
- Ability to integrate and work with multiple departments and stakeholders.
- Good analytical skills, results driven, and the ability to thrive in fast paced environment.
- Excellent written/verbal communication skills.

**Why consider the opportunity?**

- **Mission & Reputation.** National Louis University has a 127 year history of transforming the lives through innovative, high-value educational programs that combine the best of theory and practice.
- **Transformation.** You will join National Louis during a significant time of transformation under the leadership of President, Dr. Nivine Megahed. National Louis is re-focusing its mission, moving toward a more market driven culture, and utilizing new and flexible models for higher education.
- **Impact.** The Product Manager will play a key role in planning and implementing product launches for new and re-designed programs. The university is developing an exciting portfolio that will be attractive to the marketplace.
- **Lifestyle:** Chicago provides an exciting urban environment in which to live, work, and play.

## PROCEDURE FOR CANDIDACY

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Confidential review of applications will begin immediately. Click the following link to apply and submit your CV/resume.

[Apply Now](#)

Or copy and paste the following link into your browser:

<http://summitsearchsolutions.catsone.com/careers/index.php?m=portal&a=details&jobOrderID=3276216>

### For nominations or further information:

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National Louis University provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status or status as a covered veteran in accordance with applicable state and local laws governing nondiscrimination in employment.



[Summit Search Solutions, Inc.](#) is a boutique executive search firm dedicated to serving education, healthcare and non-profit communities nationwide. Summit offers organizations premier services with personalized service, impeccable process, and results that surpass client expectations. Summit employs passionate search professionals who know and believe in the organizations and talent we represent and are committed to placing the right candidate in the right job. Our focus is on CEO's; presidents; provosts; vice presidents; deans; chairs and directors of major service/academic units; as well as administration including advancement, finance, membership, technology, and human resources. Our mission is to facilitate the placement of top talent for mission driven organizations. Based in Asheville, NC, Summit has a team of experienced recruiting consultants in strategic locations across the country including New York, North Carolina, Michigan, and California.



## Chicago, Illinois

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Few cities in the world can match the character and culture of Chicago. Visitors and residents alike find world-class dining, museums, entertainment, and striking architecture in the largest and most visited city in the Midwest.



Chicago is the third most populous city in the United States with approximately 2.7 million residents.

The city is traversed by the Chicago and Calumet rivers, and with many parks and green spaces the city offers stunning natural beauty along with an urban landscape. Lake Michigan offers a wonderful escape, and Chicagoans can stroll the shoreline, play volleyball, bike, or jog along the lakefront. The Chicago Park District consists of 552 parks with over 7,300 acres of municipal parkland. There are 33 sand beaches, two world-class conservatories, sixteen historic lagoons, and ten bird and wildlife gardens.

As a multicultural city that thrives on the harmony and diversity of its neighborhoods, Chicago today embodies the values of America's heartland – integrity, hard work, and community and reflects the ideals in the social fabric of its 77 distinct neighborhoods. Some favorite ethnic communities to explore in Chicago include Greektown, Chinatown, Ukrainian Village, and Little Italy.

Chicago is recognized across the United States as a very passionate sports town. With professional teams such as the: the Chicago Bears, Blackhawks, Bulls, Fire, Cubs, and White Sox.

The dining choices in Chicago area are as diverse as the people, and everything from ethnic food to contemporary and innovative dining can be found. The city is home to 23 Michelin-starred restaurants, with one three-star restaurant, Alinea. Saveur Magazine even dubbed Chicago “America’s new culinary star.”

Chicago has long been known for theatre, from big productions at landmark venues in Chicago’s downtown Theatre District to experimental works at small storefront theaters in outlying neighborhoods. In addition, Chicago's theatre community spawned modern improvisational theatre. When it comes to music, there are live performances of every kind every night of the week, although jazz and blues have a special place in the city’s cultural history.

Chicago is a travel hub, which means it’s easy to get to and from anywhere in the country or the world. Chicago is served by Midway International Airport on the South Side and O'Hare International Airport, the world's third busiest airport, on the far Northwest Side. Once one is in Chicago, there are many convenient options for getting around, from bike paths and L trains to buses and cabs.

**For additional information on Chicago, please visit:**

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<http://www.cityofchicago.org/city/en.html>

<http://www.explorechicago.org/city/en.html>