

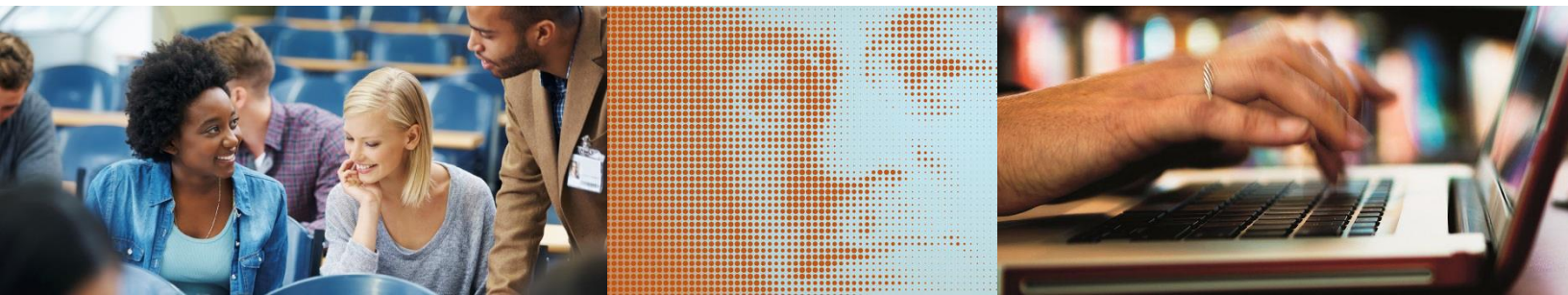
Adler University
Chicago, Illinois

Position Profile

Director of Marketing & Communications

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Prepared by:
Summit Search Solutions, Inc.



ADLER UNIVERSITY

www.adler.edu



ABOUT ADLER UNIVERSITY

Established in 1952 to build on the pioneering work of Alfred Adler, the first community psychologist, **Adler University** educates students to engage the world and create a more just society. The University changed its name from the Adler School of Professional Psychology in January 2015 to reflect its growing scope of programs and more strongly support its vision as the leading academic institution advancing socially responsible practice, healthy communities, and a more just society. Over 1,600 students are enrolled in Adler's masters and doctoral programs for social change on campuses in downtown Chicago and Vancouver, and an Online Campus. Through practica, internships, training and community engagement with hundreds of community partners, Adler's students provide more than 580,000 direct service hours to communities each year.

Adler's Institutes and Centers engage students, faculty, practitioners and communities in advocacy, applied research, and action for social justice. Adler University holds the Community Engagement Classification by the Carnegie Foundation for the Advancement of Teaching, recognizing higher institution practices for exemplary community engagement.

For 63 years, the institution has adhered to the Adlerian principles upon which it was founded and will continue to do so. In fall 2014, we embarked on developing a new five-year strategic plan envisioning Adler University's impact through the year 2020. A team of students, alumni, faculty, staff, and trustees solicited input from across our campuses, alumni, and external partner communities. The result is Adler University's 2015-2020 Strategic Plan. Through realizing the strategies and goals of this plan, Adler University will:

- Become even more clear, vibrant, and powerful in our work to advance a more just society-- through fidelity to its legacy and to the vision and principles of Alfred Adler.
- Offer baccalaureate, master's, and doctoral-level education in a range of practice-oriented disciplines, with academic programs designed to advance community health and social justice.
- Be recognized for leadership in socially responsible practice, innovation in measuring mission and impact, and breaking ground in online pedagogy.
- Offer a degree or certificate program within a marginalized community in a radical new format.
- Have completed our first comprehensive fundraising campaign and will enter our second campaign, ensuring long-term sustainability, engagement, and excellence in higher education.

Read more: <http://www.adler.edu>

Adler University is accredited by the Higher Learning Commission.

Location: Chicago, Illinois

THE OPPORTUNITY

Reporting to the AVP of Marketing & Communications., the **Director of Marketing & Communications** is responsible for developing and leading marketing strategies that drive student enrollment and advance the University's strategic goals, visibility, and national reputation. S/he is responsible for overseeing key external partnerships and developing lead generation and nurturing initiatives. Managing a team of four, the Director is also focused on creative design and production, website development, social media, PR/media relations, and internal communications for the University's 3-campus system (Chicago, Vancouver, and Online).

As a primary steward of the University brand, this individual is responsible for providing strategic guidance and resources to senior leadership and other departments in their communications (including the Offices of the President and Institutional Advancement, as well as the University's Institutes and Centers).

The ideal candidate will have broad marketing and communication background in higher education, with specific expertise in: digital marketing, lead generation, creative design and production, editorial content development, and team leadership/development.

The Director of Marketing & Communications will also have excellent written and verbal communication skills and a passion for the University's mission and unique value proposition.

Primary Responsibilities:

- Oversee external agencies responsible for developing the University's digital marketing and lead generation strategy (paid search, online display, paid social media, and email marketing); Ensure lead and application volume to achieve annual enrollment goals.
- Provide administrative and supervisory oversight to Marketing and Communications staff.
- Provide leadership and oversight of the development, design, implementation, and editorial direction of effective print, electronic, website, digital, and video communications.
- Direct the development and proactive maintenance of Adler University's website and other digital assets to ensure best practices in search engine optimization (SEO).
- Develop multi-touch lead nurturing strategies to increase contact rate and lead conversion which result in new student enrollment.
- Manage key marketing systems (CRM, CMS, & Google Analytics) to report on the effectiveness of marketing initiatives; provide insights and recommendations on areas of opportunity/improvement.
- Direct ongoing competitive analysis and segmentation analysis to inform strategic decisions.
- Provide guidance and strategic communications to senior leadership and other departments.
- Reflect, articulate, and promote the mission, vision, and values of Adler University.

Qualifications:

- Bachelor's degree in marketing, communications, or related field required. Master's degree in marketing, communications, or related field strongly preferred.
- 5+ years of experience in marketing and communications in higher education, with specific experience in digital marketing and lead generation.
- 5+ years of management experience, including hiring, developing, supervising and appraising personnel. Must be able to lead a cross-functional team in a fast paced environment, as well as educate, develop, and inspire the team.
- Demonstrated experience in creative design and production, website development, social media, PR/media relations, and internal communications.
- Ability to blend attractive design and high functionality in all projects.
- Expertise in cultivating and engaging targeted audiences through multi-touch strategies (i.e., phone, email, text) to increase contact rate and lead conversion.
- Functional knowledge of a higher education CRM such as Salesforce or Radius.
- Strong analytical skills, including mastery of MS Excel, and experience with reporting and data analysis tools such as Google Analytics, Webtrends, or BrightEdge.
- Experience developing annual budgets and providing accurate forecasts.
- Commitment to working with shared leadership and in a cross-functional team environment.
- Ability to work independently and responsibly while managing numerous projects simultaneously.
- A desire and ability to work collaboratively with various constituencies, including senior leadership, department chairs, faculty staff, students, and alumni.
- Strong creative, strategic, analytical, organizational and personal sales skills.

PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled. Applications should include a cover letter outlining your interest in and suitability for this position, along with your CV/resume. Click the following to apply and submit your CV/resume: [Apply Now](#)

Or copy and paste the following link into your browser:

<https://summitsearchsolutions.catsone.com/careers/index.php?m=portal&a=apply&jobOrderID=8126091&portalID=5652>

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Adler 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.

CHICAGO, ILLINOIS

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 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. *Savour* 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:

<http://www.choosechicago.com/>

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



[Summit Search Solutions, Inc.](#) is a boutique executive search firm dedicated to serving education, healthcare and not-for-profit communities nationwide. Based in Asheville, NC, Summit has a team of experienced recruiting consultants in strategic locations across the country including NY, NC, CO, and CA.