

Adler University
Chicago, Illinois



Position Profile
Director of Communications
November 2017



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The Institution

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 1,400 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 Institute 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. In addition, Adler University was honored with the President's Higher Education Community Service Award in 2016.

For 65 years, the institution has adhered to the Adlerian principles upon which it was founded and will continue to do so. In fall 2014, Adler embarked on developing a new five-year strategic plan envisioning the 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 its 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 its first comprehensive fundraising campaign and will enter its 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: 17 N. Dearborn Street, Chicago, IL 60602



The Position

The Director of Communications leads development and implementation of integrated communications strategies to advance the University's strategic goals, visibility and national reputation. As the primary steward of the University brand, this person directs the overall design, tone, and messaging of the University's official communications, including institutional collateral and digital executions. The Director of Communication is also responsible for overseeing public relations and media relations activity across the University's three-campus system. In addition, the Director provides strategic guidance to senior leadership and other departments on internal and external communications initiatives.

The ideal candidate should have a strong writing background and broad communications experience working in a variety of disciplines including: marketing & communications, editorial content development, internal and external communications, public relations and media relations. This position reports to the Associate Vice President of Marketing & Communications.

Primary Responsibilities:

- Lead the planning, development, and implementation of strategic marketing and communications initiatives that engage internal and external audiences in advancing the University's strategic goals and outcomes, and raise the visibility and national reputation of the University and its campuses.
- Direct the messaging and development of University collateral materials and digital assets, including admissions materials, alumni magazine, annual report, and various digital properties.
- Produce high-quality content for University communications and various ad-hoc projects.
- Support the president's office by creating content for the president's newsletter, speeches, and other communication needs that arise.
- Lead public relations and media relations activity across the University's campuses.
- Provide guidance and counsel with respect to effective internal and external communications and crisis communications to senior leadership on matters of importance to the University.
- Provide guidance, policy, processes and resources for various departments to ensure brand consistency and effective reach in their communications to constituents.
- Identify key internal and external communications challenges, opportunities and initiatives, and provide guidance on strategy, messaging, content, policy, processes, and metrics that support outcomes.
- Oversee one to two direct reports and direct key external agencies/partners.

Qualifications

Minimum Qualifications:

- Bachelor's degree in Marketing, Communications, Journalism, or a related field
- Minimum of 10 years of marketing and communications experience
- Broad practical knowledge of the theories of internal and external communications, including media relations, electronic and social media, marketing communications, issues management, crisis communications, and community relations

- A solid working knowledge and experience with strategic planning and measurement, and a proven ability to execute quickly and accurately in a fast-paced environment
- Strong budget and management skills to effectively manage resources and the execution of multiple projects on an ongoing basis
- Proven experience managing agencies and staff, as well as experience working with senior leadership
- Awareness of – and genuine interest in – social justice issues and the mission, vision, and values of the University
- Excellent communications skills, with a strong emphasis on writing
- Strong interpersonal skills, including a positive and professional attitude
- Proficiency with Microsoft Office Suite – with emphasis on Word and PowerPoint

Preferred Qualifications:

- Master's degree in a related field
- Marketing and communications experience in a nonprofit institution focused on social justice issues
- Higher education experience a plus

To Apply

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.

To apply online, click here: [Apply Now](#)

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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.



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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 the 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. *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:

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

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