

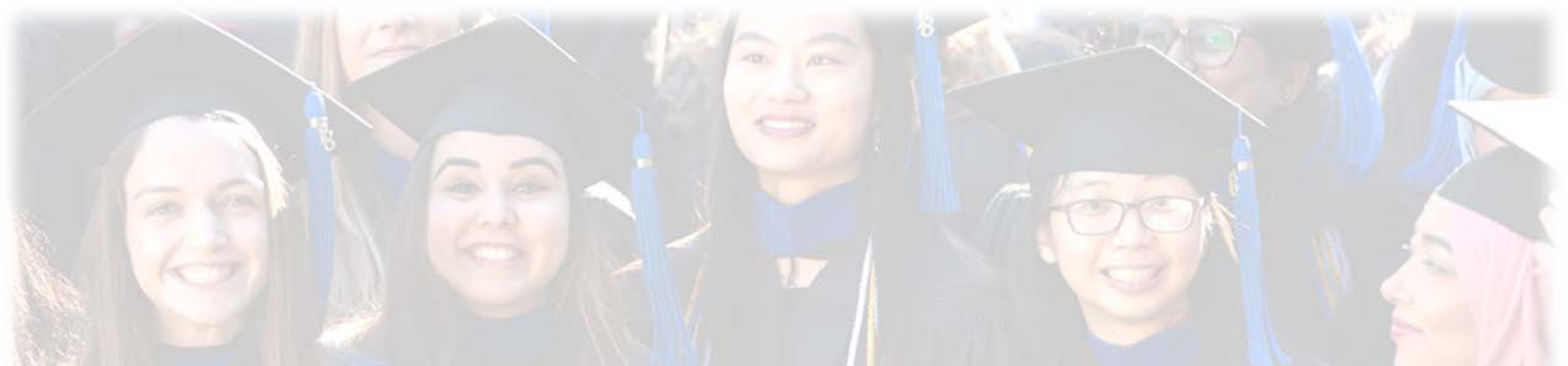


WILLAMETTE UNIVERSITY

Position Profile

Vice President for Marketing Communications

February 2019



In partnership with Summit Search Solutions, Inc.



Not unto ourselves alone are we born

Willamette University is committed to educating students to live lives of achievement, contribution and meaning.

ABOUT WILLAMETTE UNIVERSITY

Willamette is a nationally-renowned private liberal arts university in Salem, Oregon. Founded in 1842, Willamette is the first university established in the western U.S. and has become a national leader in service, entrepreneurship, and civic engagement.

Situated on a beautiful, historic campus located across the street from the Oregon State Capitol in Salem, and co-located with **Tokyo International University of America**, Willamette features a residential undergraduate **College of Liberal Arts** and two professional graduate schools: the **College of Law** and the **Atkinson Graduate School of Management**.

In a close-knit campus environment where teaching and learning flourish, more than 2,100 students benefit from small classes, close student-faculty relationships and collaborative research opportunities as well as the advantages of a liberal arts university comprised of a nationally-recognized liberal arts college, a top-ranked business school and a highly-respected law school. The University's distinctive, accelerated dual-degree programs allow students to complete both a bachelor's degree and an MBA or JD at Willamette – in less time and at less cost.

In keeping with the liberal arts tradition, Willamette recognizes exploration and discovery as primary educational values; that wisdom, insight, and the nurturing of democratic values are enhanced by a shared appreciation and understanding of diversity in all aspects of human endeavor. The University's long-range plan states, diversity is not just essential to quality education, but central to "our sense of moral duty to overcome racism, bigotry, and discrimination in all forms." To learn more about this treasured university, please see <http://willamette.edu>.

Unique Distinctions: To view a full list, see <http://willamette.edu/about/recognition/index.html>.

- Willamette is featured in the *Fiske Guide to Colleges 2019*, which highlights the best and most interesting colleges and universities in the U.S., Canada, United Kingdom and Ireland. Willamette is praised as “the place where you can grow as a student, leader and person as you pursue your passions.”
- *U.S. News & World Report* listed Willamette University in the top tier of liberal arts colleges nationally, ranking the university 76th among the best “National Liberal Arts Colleges” and as a “Best Value School” in the magazine’s 2019 rankings.
- Eleven of the 27 “Oregon Professors of the Year” are from Willamette’s undergraduate college, a record unmatched by any school on the West Coast.
- The popular guide, “Colleges That Change Lives: 40 Schools That Will Change the Way You Think About Colleges,” named Willamette among an elite group of schools that provide hands-on academic experiences that cultivate critical thinking and creativity; professors dedicated to mentorship; and lively, diverse opportunities for personal growth.
- *Washington Monthly* ranked Willamette the number one liberal arts college in the Pacific Northwest in its “2018 College Guide and Rankings.”
- *Bloomberg Businessweek* rated the Willamette MBA number one in the Pacific Northwest and number nine in the nation for entrepreneurship.
- Willamette’s College of Law is recognized nationally for being among the most diverse law schools and best small law schools in the country.

Location: Adjacent to historic downtown Salem, Oregon, Willamette’s 60-acre campus is just an hour south of Portland, close to the Willamette Valley’s many wineries and an hour’s drive to beaches to the west and Cascade Mountains to the east. The University is nestled between a major hospital and medical complex to the south and State Capitol to the north, the proximities of which provide students with exceptional opportunities for internships, service learning, and involvement with nonprofits, state and local government agencies and political and advocacy organizations.



QUICK FACTS

2018-19 Enrollment:

Total: 2,104

CLA: 1621

Law: 310

MBA: 228

32% self-identify as students of color

Academic Offerings:

College of Liberal Arts

50+ majors and minors

Bachelor of Arts

Bachelor of Music

Atkinson Graduate School of Management

MBA (for Professionals and Early Career)

Certificate programs

Utility Management

Leadership for Attorneys in Business

Public Management

College of Law

Master of Laws

Master of Legal Studies

Doctor of Jurisprudence (JD)

Certificate programs

Law & Business

Dispute Resolution

Law & Government

International & Comparative Law

Sustainable, Environmental, Energy &

Resources Law

Willamette Joint & Accelerated Degrees:

BA/MBA (3-2)

BA/JD (3-3)

JD/MBA (3-1)

BA/BS (engineering)*

BA/MS (engineering)*

Finances:

Endowment: \$254.8 Million

Operating Budget: \$81.2 Million

Athletics:

19 varsity athletic teams

NCAA Division III Northwest Conference

Mascot: Bearcats

Student Life:

65% of CLA students live on campus

100+ student run organizations and clubs

41 intramural and club sports

40%+ of students study abroad

3 national fraternities and 3 national sororities

*Partnerships with other universities

THE OPPORTUNITY

Vice President for Marketing Communications

The Vice President represents and promotes the University, increasing its visibility and supporting the institution's mission, vision, and values in ways that support the University's shared commitment to educating students to contribute to and enrich their communities, reflecting the wide-ranging interests of faculty, staff and students with diverse perspectives, histories and communities.

The Vice President leads the development and implementation of the University's brand vision and strategic marketing campaigns to attract the best students, motivate alumni and donors, and recruit high-quality faculty and staff.

Reporting to the President, the Vice President for Marketing Communications is responsible for internal and external strategic communications, data-driven admissions marketing and branding, and promotional activity in support of the University's strategic plan, campus master plan, and ongoing initiatives.

The Vice President serves as the University's chief marketing communications officer and is a key member of the leadership team. The Vice President will create a multi-year plan for the University, shaping and managing activities that promote the excellence of the University while enhancing its visibility and brand reputation. The Vice President is responsible for the creation and integration of a broad range of public relations and marketing activities relative to the strategic direction and positioning of the organization and its leadership.

In addition to leading the University's central team of marketing communications professionals, the Vice President provides strategic direction and coordinates marketing communications produced by other academic and administrative units. The Vice President works collaboratively with the President's Office, University Council, and committees of the Board of Trustees as well as specific departments such as Academic Affairs, Admissions, Athletics, Advancement, Student Affairs, and Human Resources.

The Vice President oversees a team that includes admissions enrollment marketing, digital communications, web content and architecture, publications, graphic design, photography/video and media relations/crisis communications.

Qualities & Characteristics

The ideal candidate should also possess the following qualities and characteristics:

- Institutional brand development and marketing experience
- Ability to assess, build, and implement marketing/communications strategies and practices
- Exceptional planning, budgeting, and organizational skills
- Ability to leverage data to optimize a digital marketing strategy
- Strong intercultural competence with the ability to work effectively and collaboratively with individuals from diverse backgrounds
- Proven leadership experience and the ability to inspire trust and instill confidence in an institution
- Finely honed writing and presentation skills
- Exceptional skills in engaging with media
- Enthusiastic presence, willingness to be actively engaged in a living learning community of faculty, students, staff, alumni, and the communities of Salem, Willamette's home city, the state of Oregon and the Pacific Northwest
- Financial acumen to aid the University carrying out its aspirations with finite resources while thinking creatively about marketing/communications strategies and tactics
- Strong management skills with the ability to promote collaboration and teamwork while inspiring success from an evolving marketing/communications team
- A global perspective and demonstrated commitment to fostering diversity in its many forms
- Knowledge of key marketing/communications issues affecting universities nationally and internationally

Qualifications:

- A bachelor's degree required; master's degree preferred;
- Seasoned professional with at least 10 years of management experience in leading brand development and data-informed marketing and communications strategies in one or more of the following settings: education, not-for-profit, government, business and/or industry;
- A record of success in progressively responsible positions with demonstrated strong strategic orientation and measurable positive impact in deployment of marketing and communications strategies;
- A record of success in developing effective communications strategies for a variety of audiences, including people from underserved communities or demographic groups traditionally underrepresented in institutions of higher education; and
- Direct experience in three or more of these areas: communications, brand marketing, public relations, digital advertising, media relations, news and information, video production, and publications.

WHY CONSIDER THE OPPORTUNITY

- **Be a part of something great:** The Willamette community is a welcoming, family-friendly, and collegial place to work. As *Colleges That Change Lives* put it, Willamette's star is on the rise; exciting and dynamic things are happening.
- **Contribution:** This is a newly developed position which provides an opportunity to create a university "brand", shape the message, and improve the visibility of a truly outstanding institution in ways that support and advance the efforts of all university departments.
- **Nimbleness:** As a private liberal arts university dedicated to preparing graduates to succeed in a world characterized by constant change, Willamette can also adapt to meet evolving educational needs and challenges. A re-engineered undergraduate curriculum and the addition of new programs will enhance the tradition of academic excellence at the University.
- **Location:** Willamette is located across the street from the State Capitol and the Governor's Office providing unique front row seats to state governance and in very close proximity to the major medical complex of the Willamette Valley, both of which offer internship, service, and other experiential learning opportunities for students.



WILLAMETTE UNIVERSITY VALUES DIVERSITY

Employment at Willamette University means being part of a community that values education and its impact on the world, one that is friendly, supportive, and increasingly diverse. Believing that diversity contributes to academic excellence and to rich and rewarding communities, Willamette is committed to recruiting and retaining a diverse faculty, staff and student body and seeks candidates whose work furthers diversity and who bring to the campus varied experiences, perspectives, and backgrounds.

Willamette University's educational facilities, activities, and employment opportunities are offered without regard to race, color, religion, sex, national origin, marital status, veteran status, actual or perceived sexual orientation, gender identity, gender expression, or status with regard to pregnancy, disability, or age. Willamette is firmly committed to adhering to the letter and spirit of all federal and state equal opportunity and civil rights laws, including but not limited to Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967 (ADEA), the Age Discrimination Act of 1975, the Americans with Disabilities Act (ADA) of 1990, and their implementing regulations.

If you have questions, need assistance, or require special accommodations please reach out to the Office of Human Resources at human-resources@willamette.edu or 503-370-6210.



PROCEDURE FOR CANDIDACY

Applicants should submit a resume and cover letter describing their interest and professional qualifications, as well as how they have successfully supported and advanced the values and principles of diversity and inclusion in their prior professional experiences and places of work. All inquiries will be considered confidential.

Submit materials to: <https://theapplicantmanager.com/jobs?pos=su139> by **March 15, 2019** in order to be given first priority by the search committee.

For nominations or further information:

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[Summit Search Solutions, Inc.](http://www.summitsearchsolutions.com) is a boutique executive search firm dedicated to serving education and nonprofit communities nationwide. Based in Asheville, NC, Summit has a team of experienced recruiting consultants in strategic locations across the country including California, Kansas, New York, North Carolina, and Oregon.



SALEM, OREGON

Willamette University enjoys ready access to all the benefits of the Pacific Northwest: forests, rivers, mountains, and coastal beaches; commitment to the environment; a relaxed, creative and civic-minded culture; and a vibrant arts and music scene.

Salem, just 47 miles south of Portland, is not only the hub of law, public policy-making and government for the state, it is also a vibrant and exciting – and affordable – place to live and visit, rich in historical, artistic and cultural experiences and learning opportunities, many of which are enhanced by the presence of Willamette University.

As one of the area’s major employers, Willamette University is also an important player in the local economy and, as such, contributes leadership, support and resources to worthy community initiatives. The Portland-Salem area is the corporate home of a multitude of businesses (including Nike, Intel, and Tektronix) and not-for-profit organizations. Salem’s major employers include the State of Oregon, Salem Health Hospitals and Clinics, Garmin (aviation), and of course, Willamette University.

Willamette’s location exemplifies the beauty of the Pacific Northwest, with gorgeous forests, rivers, mountains and ocean beaches nearby. The surrounding area, known as the Mid-Willamette Valley, is a renowned wine country and the source of spectacular local foods and fresh produce consumed worldwide. Outdoor recreational opportunities such as hiking, skiing, fishing, and beachcombing are abundant in addition to a variety of arts, food, wine and music festivals and events throughout the area.

Sports Teams

- [Salem-Keizer Volcanoes \(baseball\)](#)
- [Portland Trail Blazers \(basketball\)](#)
- [Portland Timbers \(soccer\)](#)
- [Portland Thorns \(soccer\)](#)
- [Portland Winterhawks \(hockey\)](#)

Natural Attractions

- [Silver Falls State Park](#)
- [Willamette Valley](#)
- [Willamette Valley Wine Country](#)
- [Oregon Coast](#)
- [Mt. Hood and the Columbia River Gorge](#)

Click the following to learn more about Salem and surrounding areas

City of Salem: <https://www.cityofsalem.net/visit>

Travel Salem: <https://www.travelsalem.com/>

Travel Portland: <https://www.travelportland.com/>



📍 Salem, Oregon

Miles from Salem, Oregon to:

Vancouver	360 mi
Seattle	219 mi
Portland	48 mi
San Francisco	591 mi
Los Angeles	918 mi