VICE PRESIDENT FOR MARKETING AND COMMUNICATION

ABOUT MARQUETTE UNIVERSITY

The dream of Milwaukee’s first Archbishop, Rev. John Martin Henni, to establish a Catholic, Jesuit College in Milwaukee was fulfilled in 1881 when Marquette College opened its doors to students. Today Marquette University continues the tradition of Catholic and Jesuit education by inviting students to grow in mind, heart, and spirit. Our goal is to graduate students who are transformed by their education and who will transform the world in which they live – who will, in a phrase, become women and men for and with others.

Marquette University is a community of more than 15,000 people from all over the world. The university offers distinctive, high quality undergraduate and graduate education to more than 11,000 students through a diverse array of programs including 77 majors and 65 minors; 50 doctoral and master’s degree programs, 37 graduate certificate programs, and a School of Dentistry and Law School. The Rev. Scott R. Pilarz, S.J. serves as Marquette University’s twenty-third President. Marquette University is dedicated to serving God by serving its students and contributing to the advancement of knowledge. Marquette’s mission, therefore, is the search for truth, the discovery and sharing of knowledge, the fostering of personal and professional excellence, the promotion of a life of faith, and the development of leadership expressed in service to others. All this is pursued for the greater glory of God and the common benefit of the human community.

The promotion of justice and faith through service is an ideal at the center of Marquette’s mission as a Catholic and Jesuit university. Marquette students respond to that call for service with vigor unparalleled by most universities. Each year, more than eighty percent of Marquette undergraduates participate in community service – and that number increases annually. Community service is not required at Marquette, but few students leave without leading through service in and with the community.

Marquette’s focus on the four core university values of excellence, faith, leadership, and service challenges students to integrate knowledge, faith, and real-life choices in ways that will shape their lives. Throughout the years, thousands of students have passed through Marquette’s halls and classrooms, aspiring to achieve academic success and a spiritual foundation to last a lifetime.
THE POSITION

The Vice President for Marketing and Communication is responsible for the execution of Marquette University’s marketing, communication and branding strategies. The Vice President plans and directs marketing and communication activities in alignment with and in support of Marquette’s mission, vision and goals in an effort to advance the academic reputation and overall brand of the university.

As the university’s communication and reputation management leader, the Vice President will be responsible for managing all the university’s public relations and communication functions. The Vice President directs all communication strategies for external constituencies, internal communication strategies that support a cohesive and well-informed university community and manages all communication aspects of crisis and issues management. Marketing and communication initiatives under the direction of the Vice President include brand awareness and ad campaigns, media relations, university publications, interactive and digital marketing, social media, collateral and implementation of market research and market segmentation strategies. In addition, the Vice President serves as a principal media liaison and will be both a university spokesperson and co-strategist to the President in his role as the chief representative for the university.

The Vice President reports directly to the President and as a member of the senior leadership team serves as the lead communications counselor and marketing officer for the university. In conjunction with senior leadership, the Vice President develops core marketing messages that enhance the university’s reputation and ensures that the university is well-positioned as a leader in higher education.

The Vice President of Marketing and Communication will join Marquette University at an exciting time. Marquette is on the cusp of finalizing a new strategic plan that will set the course of the university for the next several years. The new Vice President will play a leading role in assisting the university in realizing its ambitious aspirations to leap into the ranks of the nation’s best-known and highest achieving institutions.

RESPONSIBILITIES

- Provide vision and leadership for the university’s integrated marketing and communication operation.

- Develop a comprehensive and proactive university-wide marketing, communication and branding strategy that supports the strategic goals, plans and aspirations of the university.
Marquette University
Vice President for Marketing and Communication

- Create marketing, communication and branding strategies that maximize demand for the university’s programs.

- Oversee the editorial direction, design, and production of all publications, university web properties, social media initiatives, advertising, and media with a goal of creating dynamic, engaging materials that authentically convey and reflect the key brand attributes of the university.

- Lead crisis and issues management planning and rapid response messaging to deal with critical events as they arise. Provide strategic counsel on reputation and issues management to senior leadership.

- Lead media relations outreach and oversee the university’s media relations strategy. Foster effective and collaborative relationships with the media. Create and leverage opportunities to drive public relations strategies and tactics.

- Set strategy for marketing, communication, advertising and promotions to ensure that all messages emanating from the university are accurate, consistent and present a coherent image of the institution and its interests.

- Partner with university leadership to generate innovative ideas and solutions that engage donors.

- Oversee the development and execution of the strategy for the university’s interactive and social media programs and supervise the development and deployment of web/social media sites aimed at enhancing the university’s brand and reputation.

- Lead a diverse team of web producers, graphic designers, project managers, marketing and editorial writers, media specialists and videographers. Provide mentorship to staff, both in terms of departmental strategy and professional development.

- Cultivate strong working relationships with staff, faculty and students across the university.

- Articulate the value proposition of the university and effectively market Marquette’s stories to its internal and external audiences.

QUALIFICATIONS

- Superb written and oral communication skills and exceptional attention to detail. Demonstrated versatility in writing for all media platforms.

- Successful track record of developing and implementing multi-faceted marketing and communication strategies in a complex environment.

- Appreciation for and understanding of an academic culture and for our Catholic and Jesuit mission.

- Experience in planning, writing, editing and production of press releases, marketing literature, and other print publications.
Marquette University
Vice President for Marketing and Communication

• Proven track record of effective media relations, along with the ability to efficiently develop media relations strategies and crisis communications to quickly respond to changing circumstances.

• Advanced knowledge of the strategies and best practices for communication, including sophisticated and creative use of social media and other forms of digital communication. Proven success at developing and implementing online and social media strategies to enhance visibility, engagement and loyalty.

• Collegial and collaborative management style that builds bridges and consensus among individuals and units across the university.

• Appreciation for the history, achievements and aspirations of the university and the ability to effectively and eloquently articulate the President’s vision to diverse audiences.

• Ability to synthesize complex information and produce marketing and communication materials that address a wide variety of goals and objectives.

• Proven leadership mentoring an experienced marketing and communication team.

• Excellent judgment and creative problem-solving skills including negotiation and conflict resolution.

• Presence and confidence to project credibility to the media and other strategic stakeholders.

• Strong leadership skills and a proven track record of developing and executing comprehensive communication strategies and plans, advising leadership and responding to media inquiries as a company spokesperson.

• Bachelor’s degree in a related field required. Master’s Degree from a regionally or nationally accredited institution in an area appropriate to the responsibilities of the position preferred.

• Minimum of ten years of relevant experience required, executive level experience in higher education preferred.

TO APPLY

Resumes and applications should be directed to:
http://employment.marquette.edu/postings/1571

Please direct inquiries to:
Cas Castro
Vice President of Human Resources
cas.castro@marquette.edu
(P) (414) 288-7305

AA/EOE