



Associate Vice Chancellor of Marketing

The University of Denver seeks nominations and applications for the position of Associate Vice Chancellor of Marketing in the Division of Marketing and Communications.

The University of Denver: An Overview

Founded in 1864, the University of Denver is an independent, doctorate-granting research university with high research activity. The University has become increasingly prominent nationally and internationally for its creative, 21st-century approaches to problem-based scholarship, a holistic, student-centered approach to learning, and a dedication to the public good through local, national and international partnerships. It plays an integral role in the cultural, social, economic and educational life of the vibrant and fast-growing city it calls home.

Known as DU, the University is located on a 125-acre campus in a residential neighborhood just minutes from downtown Denver. University Hall, built in 1892, lives alongside buildings from the 1930s, 1950s and early 21st century. During the last 20 years, the University has invested over \$624 million in the construction of new buildings, including the Ritchie Center for Sports and Wellness, the Newman Center for the Performing Arts, Olin Hall, the Ricketson Law Building, Ruffatto Hall (Morgridge College of Education), the Daniels College of Business, the Joy Burns Center and the Anderson Academic Commons (home of Penrose Library), as well as two new residence halls. In the last year, the Daniel Felix Ritchie School of Engineering and Computer Science and the Anna & John J. Sie International Relations Complex, which expands the Josef Korbel School of International Studies, have opened. The beautiful campus, nestled next to the Rocky Mountains, is designated as an arboretum.

The University of Denver is an independent, doctorate-granting research university. *US News and World Report* lists the University of Denver among the nation's top 100 universities. DU is classified as a research university with high research activity by Carnegie Foundation. The University enrolls about 11,600 students from all regions of the United States and 83 other countries in its distinguished undergraduate liberal arts and sciences, graduate and professional programs. The University's academic programs are led by 12 academic deans. Each program features cutting-edge curricula, professor-led courses and access to the latest tools and technology. The 11:1 student-to-faculty ratio and small classes allow personalized instruction as well as multiple opportunities for research,

exploration, and holistic student development. There are over 700 full-time appointed faculty members, of which 90 percent have earned the highest degree in their fields.

In fall 2016, there were 5,754 undergraduates and 5,861 graduate students. Ten percent of students are international. Fifty-five percent of students are female, and 19 percent identify as domestic minority. DU students are ethnically, culturally and religiously diverse. What binds them together is a commitment to scholarly excellence, attention and access to professors and an insatiable curiosity and drive to make a difference in the world. Students work closely with faculty, staff, peers, and members of the broader Denver/Rocky Mountain area and even global communities on projects, research and fieldwork. They cross disciplines to discover new perspectives and approaches to problem solving. To prepare students for the challenges of productive citizenship, the University of Denver offers rigorous programs that emphasize critical thinking, creative problem solving and global experience. When students leave DU, they are ready to make a difference in communities around the world.

The University has total annually budgeted revenues of \$434 million and total endowment assets in excess of \$623 million as of September 30, 2016. In fiscal year 2016, the University raised \$48 million in annual giving commitments. Fiscal 2016 sponsored research expenditures exceeded \$25 million. The University's research partnerships with corporations include Lockheed Martin, United Launch Alliance, DePuy, Arrow Electronics, DaVita, Ball Corporation and others.

The University has 4,583 employees, comprising 1,599 appointed staff, 701 appointed faculty, 264 non-appointed hourly staff, 578 adjunct faculty and 1,441 student employees, making it Denver's second largest non-retail employer contributing \$1 billion to the economy. Forty-three percent of faculty are female and 16 percent identify as persons of color. Sixty-four percent of staff are female and 19 percent identify as persons of color. There are more than 140,000 active alumni worldwide. Notable DU alumni include former U.S. Secretary of State Condoleezza Rice; former U.S. Army Chief of Staff General George W. Casey Jr.; former U.S. Secretary of the Interior Gale Norton; Time Magazine Editor at Large David von Drehle; former New York Times editorial page editor Andrew Rosenthal; Olympic gold medalist Michelle Kwan; and Peter Coors, chairman of the board of MillerCoors.

Both the city of Denver and the state of Colorado are attractive destinations for business and industry. Denver holds the top spot for the second year in a row for best places for business and careers ([Forbes 2016](#)). The city is the second fastest growing city in the country and is a magnet for young professionals with a median population age of just 34. In 2015, Denver ranked Number 13 in the country for best cities for technology jobs ([NerdWallet, 2015](#)). The nine-county Metro Denver and

Northern Colorado region ranked fourth for fossil fuel energy employment and fifth among the nation's 50 largest metros for cleantech employment concentration in 2015. Colorado has one of the highest per capita concentrations of federally-funded science and research centers in the nation with 30 federal laboratories, including the U.S. Department of Energy's National Renewable Energy Laboratory ([MetroDenver.org 2015](#)). Colorado ranks as the second most educated state in America with more than 39% of adults holding a bachelor's degree or higher and a median household income of \$63,909, far higher than the \$55,775 for the average American household ([24/7 WallSt.com](#)). Colorado is expected to rank among the top 10 states for job growth for the sixth year in a row in 2017 ([Colorado Business Economic Outlook 2017](#)).

U.S. News and World Report's 2016 Best Places to Live study ranked the city of Denver in the top spot, citing the city's proximity to outdoor recreation, a progressive mindset and its walkability. With 300 days of sunshine a year, there are [plenty of reasons](#) to get outside. Not only is Colorado the country's most popular ski destination, but it is also home to 4 national parks, 42 state parks and many outdoor recreation areas for boating, hiking, camping, swimming, snowmobiling, bird watching, picnicking, world-class fishing, hunting and biking. DU students, faculty and staff enjoy countless adventures in the great outdoors of the vast Rocky Mountains and can explore the diverse cultural attractions, sporting events and vibrant city scene of Colorado's Mile High City.

The University of Denver has a bold vision for higher education. We see sweeping changes that will have an enormous impact on our students, our community and beyond. We will innovate around our strengths in teaching, learning and discovery. We will accelerate the ways research can be used to address society's most vexing problems. We call this vision [DU IMPACT 2025](#). It is the direct result of thousands of interviews with students, faculty, friends, community partners, and critics as well. University-wide, DU Impact 2025 is led by Chancellor Chopp and is currently being implemented. Each DU unit, including the Josef Korbel School, is in the process of developing its own strategic plan intended to align with the goals of DU Impact 2025.

About the Chancellor

[Rebecca Chopp, PhD](#), has been chancellor of the University of Denver since September 2014. From 2009 to 2014, Dr. Chopp was president of Swarthmore College in Pennsylvania, founded in 1864 outside Philadelphia and ranked the third-best liberal arts college in the United States by *U.S. News and World Report*. There she served as president and passionately upheld the College's longstanding commitment to admitting the most highly qualified students without regard for their financial circumstances. She supported innovative ways for faculty and students to interact and extended the distinct role the school plays in educating students to build inclusive communities and to become leaders motivated to

contribute to the common good. Before joining Swarthmore, Dr. Chopp served as president of Colgate University, where she led a comprehensive strategic plan that expanded the University's academic space, strengthened academic programs, and developed new interdisciplinary centers. She also served as provost and executive vice president for academic affairs at Emory University and as a dean at Yale University. Dr. Chopp is a widely published author and editor. She is also the immediate past chair of the Centennial Conference President's Council. Previously, Dr. Chopp served on the governing boards of the Association of American Colleges and Universities and the National Survey of Student Engagement. She has also served as a member of the executive committee of the Annapolis Group, the Board of Trustees of the Carnegie Foundation for Teaching, and president of the American Academy of Religion. A native of Kansas, Dr. Chopp received a BA from Kansas Wesleyan University, an MDiv from St. Paul School of Theology, and a PhD from the University of Chicago. Each of her alma maters has honored her with distinguished awards, and she has received six honorary doctorates from other colleges and universities.

About the Vice Chancellor

Renell Wynn serves as the Vice Chancellor for Communications and Marketing. She is the principal advisor for the University on all matters related to communication strategy and marketing initiatives. Renell joined the University of Denver in August 2016. She brings more than a decade of higher education experience, including service as the Vice President for Communications and Marketing at George Mason University and work in development communications at The College of William and Mary.

The Division of Marketing and Communications

The Division Marketing and Communications serves as a strategic advisor to partners and units across campus, purposefully fulfilling partners' goals and objectives, helping to increase knowledge, support enrollment and engage students, alumni, faculty and staff. The division proactively shapes the University's brand and optimizes the University's reputation internally and externally in a transparent manner. In words, in pictures, online and in the news media, the Division of Marketing and Communications shares the many stories of how DU and its people are improving the human condition, for the purpose of advancing the University's strategies. The team specializes in brand management, strategic communication, community engagement, media relations, digital and social media strategy, website development, content training and strategy, print and online publications and videography and photography.

Associate Vice Chancellor for Marketing

The Associate Vice Chancellor of Marketing will be responsible for supporting the University of Denver's strategic plan under the direction of the Vice Chancellor of Marketing and Communications. He/ she will develop and implement a strategic

roadmap linked to clear goals and desired outcomes and lead a team of creative services and digital communications professionals, developing and implementing integrated marketing plans that meet the goals of the strategic roadmap. The Associate Vice Chancellor will partner with both the academic and administrative units through the campus to assist them in reaching their marketing goals, as they align with the overall mission of the University, communicating:

- Clear, articulated strategic objectives
- A test and learn culture, based on analytics and measurements
- Agility in brand and marketing execution

The key deliverable from the Office of Marketing and Communications is successful strategic, data-focused marketing. The Associate Vice Chancellor leads the development and integration of all marketing programs within a strategic framework. Leveraging a partnership approach, she/he must gain alignment and support for marketing initiatives across the University and demonstrate the value-add benefits that strategic marketing can bring to the enterprise. Leading a team of direct and indirect reports, the Associate Vice Chancellor of Marketing expertly guides the University from reactive and tactical storytelling to strategic, brand and data-driven marketing. H/she will be a creative, conceptual thinker who understands the unique culture and values of the University of Denver.

Responsibilities include:

- Provide industry-leading innovation in strategy, marketing and business planning derived from consumer/marketing centric research, applying analytics as well as creative thinking in order to further the brand and move the enterprise forward.
- Function as the shepherd of the brand, clarifying, articulating and executing communication of the unique qualities that define DU in the form of brand architecture to external, as well as internal constituencies, across all communication touch points.
- Lead marketing research and analytics to make informed and strategic decisions.
- Lead a direct team of marketing professionals, who manage and deliver the print and digital assets of the university.
- Build marketing best practices, defining and strengthening the role of marketing across the University and bringing out-of-the-box thinking to identify new integrated marketing direction that brings brand vision to life.
- Identify and lead a strong marketing team, providing the inspirational leadership necessary to develop, mentor and motivate a high performing team.

- Form and strengthen a cross-university consortium of marketing and communication professionals to achieve brand and marketing objectives across campus.

Desired Qualifications and Characteristics for Candidates

The successful candidate must have an earned Bachelor's degree in management, marketing, communications or a related field. The ideal candidate will have ten (10) or more years of brand, marketing and/or product management experience in consumer goods or services, and/or higher education fields and demonstrated track record of building and leading high performing teams, with experience managing a large staff.

Preferred Qualifications of the successful candidate include:

- Master's degree in management, marketing or related field.
- Proven track record of success with fifteen (15) years of brand, marketing, creative services and or/ product management experience in consumer goods or services and/or higher education fields.
- Cutting edge understanding of the best marketing approaches in use by customer oriented organizations and institutions of higher education.
- Track record of success in a highly matrixed environment with multiple constituents.
- Ability to integrate thinking across divergent points of view.
- Promotion strategy skills and demonstrated experience in integrated marketing with vast experience in advertising, promotion management, direct marketing, digital marketing and CRM.
- Demonstrated ability to conceive new research based marketing strategies and successfully lead implementation.
- Financial analysis skills and experience in data driven decision making.

Information for Candidates

This position is anticipated to begin in the fall of 2017. The salary and benefits will be competitive. Please send all nominations, inquiries and expressions of interest in confidence and electronically by August 1, 2017 to:

Susan VanGilder, Partner
Beth McCarthy, Associate
Storbeck/Pimentel & Associates, LP
DUAVCMarketing@storbecksearch.com

The University of Denver is committed to enhancing the diversity of its faculty and staff and encourages applications from women, minorities, members of the LBGT community, people with disabilities and veterans. The University is an equal opportunity/affirmative action employer.