



Executive Director, Marketing and Communications

The City University of New York (CUNY) invites nominations and applications for an exemplary, innovative leader to serve as the Executive Director of Marketing and Communications.

CUNY: THE NATION'S LEADING PUBLIC URBAN UNIVERSITY

The City University of New York provides high-quality, accessible education for more than 270,000 degree-credit students and 240,000 adult, continuing, and professional education students at 24 campuses across New York City.

From the founding of the Free Academy in 1847, the historic mission of The City University of New York has been to provide New Yorkers with both access to and excellence in higher education. At that time, founder Townsend Harris proclaimed, “Open the doors to all ... Let the children of the rich and the poor take their seats together and know of no distinction save that of industry, good conduct, and intellect.”

The University’s 21st century mission remains true to its founding principles of academic excellence, scholarship, and opportunity for all. CUNY boasts 13 Nobel laureates and the tradition of high academic achievement continues as CUNY students earn prestigious Rhodes, Fulbright, National Science Foundation, Truman, and Goldwater scholarships.

The University is an integrated system of senior and community colleges, graduate and professional schools, research centers, institutes, and consortia. From certificate courses to Ph.D. programs, CUNY offers postsecondary learning to students of all backgrounds. It provides the city with graduates trained for high-demand positions in the arts, sciences, technology, mathematics, teaching, law, cinema, health care, and other fields. As CUNY has grown, the University also has strengthened its mission as a leading research institution, building an array of modern facilities and expanding the ranks of its world-class faculty.

Throughout its history, the University has been an integral part of the city and state and it has built partnerships to support public schools, economic development initiatives, immigration aid, financial advice services, and other community outreach programs. Today, CUNY faculty and staff members continue to benefit New York City as well as the entire nation by serving as policy experts to business and government and advisers to nonprofit institutions, civic organizations, and community groups. Students, too, are strongly encouraged to experience the cultural, educational and community-based opportunities of the five boroughs, through a network of internships and fellowships, embracing the city as their campus.

COLLEGES AND SCHOOLS

The University includes eleven senior colleges, seven community colleges, The Macaulay Honors College, and five graduate and professional schools, located throughout the city's five boroughs. Each of the senior colleges offers a distinctive history, as well as rigorous baccalaureate and masters degree programs and enriching campus experiences. The City University of New York includes the following senior colleges:

- [Baruch College](#)
- [Brooklyn College](#)
- [The City College of New York](#)
- [College of Staten Island](#)
- [Hunter College](#)
- [John Jay College of Criminal Justice](#)
- [Lehman College](#)
- [Medgar Evers College](#)
- [New York City College of Technology](#)
- [Queens College](#)
- [York College](#)

The [Macaulay Honors College at CUNY](#), established in 2005, offers exceptional undergraduates a transformative educational experience, blending traditional and innovative programs at eight senior college campuses, in addition to Macaulay's central home near Manhattan's Lincoln Center.

The University's seven community colleges provide a high-quality education through associate degree programs that prepare students for transfer to senior colleges or entry into professional careers. These institutions include:

- [Borough of Manhattan Community College](#)
- [Bronx Community College](#)
- [Hostos Community College](#)
- [Kingsborough Community College](#)
- [LaGuardia Community College](#)
- [Stella and Charles Guttman Community College](#)
- [Queensborough Community College](#)

The Stella and Charles Guttman Community College, which opened in the fall of 2012, is New York City's first new community college in more than 40 years, especially designed to connect rigorous classroom learning with rich field experiences and internships in the wider urban community.

The [CUNY Graduate Center](#) offers more than 30 doctoral programs, as well as seven master's degree programs. Several of the doctoral programs are offered jointly with particular senior colleges. The [CUNY Graduate School of Public Health and Health Policy](#) focuses on the distinctive health issues facing urban neighborhoods. The [CUNY Graduate School of Journalism](#) is the only publicly funded graduate school of journalism in the Northeast, and the [CUNY School of Law](#), which recently moved to Long Island City, is recognized as the nation's premier public-interest law school. In addition, the [New York City College of Technology](#), the largest public college of technology in New York State, serves as a national model for technological education, blending specialized, cutting-edge instruction with a broad liberal arts program.

The CUNY School of Professional Studies fulfills the many educational and training needs of the city's working adults, organizations and employers. SPS also offers CUNY's first fully online undergraduate degree, as well as several online master's degree programs.

CENTERS AND INSTITUTES

CUNY is home to more than 100 research centers, institutes and consortia, which provide research opportunities for faculty and students, employment, internships, and special events. These centers focus their efforts on a wide range of areas, including aging, applied sciences, corporate integrity, transportation systems, ethnic studies, performing arts, sustainable energy, and urban studies, to name a few.

Many institutions reflect CUNY's support of education, research, and public service including the Institute for Sustainable Cities, the Institute for Criminal Justice Ethics at John Jay College, and the Gotham Center for New York City History, founded by Pulitzer Prize-winning historian Mike Wallace.

FACULTY, STUDENTS AND ALUMNI

CUNY colleges attract record numbers of high academic achievers, including numerous winners of top national honors. The University accepts about 20,000 applicants with a high school GPA of 85 or above, more than double the number from ten years ago. Over the years, the winners of prestigious student awards include seven Rhodes Scholars, seven Marshall Scholars, ten Truman Scholars, and dozens of National Science Foundation Graduate Research Fellows and Fulbrights.

Faculty

CUNY's 6,700 full-time faculty features internationally recognized experts in nearly every academic field. Many faculty members combine outstanding academic credentials with significant real-world experiences and are regularly recognized with fellowships, grants, and awards.

Guggenheim Fellows, winners of Nobel, Pulitzer, Booker, and National Book Awards, and two U.S. Poet Laureates have taught or currently teach at CUNY. Among the most prominent full-time faculty are Distinguished Professors. They not only teach courses, but also mentor other faculty and spearhead cultural programs on individual campuses and University-wide campaigns to improve life and learning. Expanding the faculty ranks is a top priority in the University's Master Plan.

Students

CUNY students also continue to reflect remarkably diverse backgrounds, with family heritage linked to over 205 countries. More than 40 percent of undergraduates were born outside the United States; about 44 percent are first-generation Americans; and about 40 percent are the first in their families to attend college. In addition to rigorous classroom learning, student life has become an increasingly important part of the CUNY experience. Students enjoy a wide array of extra-curricular activities, including performing arts, cultural, social, and political clubs, study-abroad programs, and community-service opportunities. To help ensure the success of all students, CUNY also provides flexible schedules, financial aid, and child care.

Students can participate in an array of intercollegiate and intramural sports. All CUNY schools are members of the City University of New York Athletic Conference.

Overall, total full- and part-time enrollment at CUNY has risen in the last decade. During that same period, enrollment at the University's community colleges increased an extraordinary 48 percent. With approximately 270,000 students enrolled in over 2,000 degree programs and an additional 240,000 in continuing education classes, the University offers learning opportunities at every level, from non-credit certificate courses to doctoral degrees in a single integrated university.

Alumni

The University's long list of distinguished [alumni](#) includes 13 Nobel Laureates, among the highest number from any public university.

GOVERNANCE AND BUDGET

CUNY is governed by a 17-member Board of Trustees: ten members appointed by the Governor, with the consent of the Senate; five appointed by the Mayor of New York City, also with the consent of the State Senate, a representative of the student body, and a faculty representative. For a current list of board members, please see: <http://www.cuny.edu/about/trustees/board.html>.

College presidents report to the Chancellor, and the Chancellor reports to the Board of Trustees.

CUNY's senior colleges are funded primarily by state appropriations and tuition revenue. State appropriations comprise 53% of the senior college budget and tuition revenue comprises 46%. A small share of the budget, less than 2%, is funded by New York City. The community colleges also have three funding sources: New York City appropriations, at 30%, state appropriations, at 27%, and tuition revenue, at 42%.

THE ROLE OF EXECUTIVE DIRECTOR, MARKETING AND COMMUNICATIONS

The Executive Director of Marketing and Communications serves as the chief marketing and communications officer for the CUNY system and is a key member of the University's leadership team. The Executive Director leads the development and implementation of the University's brand, vision, strategy, and public relations with the goal of building CUNY's national reputation as the nation's leading urban public institution. The Executive Director manages strategy, planning, development and execution of the marketing, advertising, branding, image, and communications functions of the University for external and internal audiences.

Specifically, the Executive Director will provide leadership around the following:

- Developing and implementing a comprehensive strategic marketing and communications plan to promote CUNY's image and mission as a national leader in urban public education;
- Coordinating the implementation of advertising initiatives in print and digital media with the objective of elevating the profile and reputation of the University among prospective students, alumni, elected officials, donors, and the general public;
- Serving as the primary contact and spokesperson with local, regional and national media;

- Managing inquiries, press relations, crisis communications, and the promotion of the University's achievements;
- Developing and managing media events;
- Providing consultation on University strategic communications to key constituents;
- Developing marketing materials, including: web, video, social media, commercials, radio programs, brochures, and marketing presentations;
- Developing and implementing a public relations plan that includes planning and coordination of special events;
- Developing strategic partnerships with higher education, business, and media organizations;
- Working closely with the College Presidents and other organizational leaders to develop partnerships and enhance relations with key community, educational, business, and governmental leaders;
- Developing and managing budget for marketing, communications, and outreach activities, including reporting on results; and
- Overseeing approximately 35 full-time and part-time staff.

The position reports directly to Chancellor James B. Milliken, who was appointed on June 1, 2014. Chancellor Milliken also holds a faculty appointment as a Distinguished Professor at the CUNY School of Law. Prior to his appointment at CUNY, Chancellor Milliken served as president of the University of Nebraska for a decade where he held faculty appointments at the University of Nebraska's College of Law and its School of Public Administration. He previously served as senior vice president of the 16-campus University of North Carolina.

OPPORTUNITIES, CHALLENGES AND QUALIFICATIONS

The Executive Director must be a demonstrated leader with the vision, commitment, and ability to advance a complex urban, public university. The successful candidate should understand the opportunities and challenges facing a public university system and possess the skills, leadership and vision to improve the marketing and communications quality of such a large, diverse organization.

Priorities for the next Executive Director include, but are not limited to the following:

- **Build community and collaboration:** CUNY is a large, multi-faceted university. The new Executive Director should provide leadership that values building communities and fostering creative collaborations. He/she will need to bring people together, share information broadly, and facilitate communication among others.
- **Provide ambitious vision and strategic direction:** Partner closely with the Chancellor and the executive team to provide vision and strategic direction regarding the creation of a new brand and identity for the department and for CUNY more broadly;
- **Foster innovation and enhance technology:** Lead with a spirit of creativity and passion to foster innovation and develop a technology strategy to support new and innovative ways to showcase the institution to internal and external audiences;
- **Develop strategic partnerships:** Promote an environment of innovation and entrepreneurship to foster and expand partnerships to extend the reach of Marketing and Communications across the institution and to enhance CUNY's reputation and connection to New York City, the State of New York and the nation; and

- **Promote access, diversity, and excellence:** As one of the leading public urban institutions in the nation, CUNY serves a racially, economically, ethnically, linguistically, and culturally diverse community of students and scholars. The Executive Director must embrace and promote CUNY’s culture of diversity in an environment of inclusivity and program excellence.

The preferred qualifications for the Executive Director include:

- Demonstrated accomplishments in complex, strategic communications planning and implementation;
- Evidence of strong writing, editing, interpersonal, and presentation skills;
- Broad understanding of developing and emerging communications technologies and platforms;
- Ability to define goals and objectives, identify audience segments, develop strategic and targeted messaging and communications plans, and measure effectiveness;
- Demonstrated leadership capacity including an ability to manage multiple projects with competing priorities and excellent organizational skills;
- Proven ability to mentor, develop, support, motivate, and supervise staff, while fostering a spirit of creative collaboration;
- Experience handling sensitive and confidential information with discretion;
- Ability to foster effective relationships with senior leadership, deans, faculty, communications professionals, project managers, staff, and students;
- Minimum of ten years of experience in marketing, public relations, communications, advertising, or related fields;
- Bachelor’s degree required. Graduate degree preferred.

APPLICATIONS, INQUIRIES, AND NOMINATIONS

The review of applications will begin immediately and will continue until the position is filled.

Candidates should submit a letter of application, curriculum vitae, and a list of references electronically to:

CUNYDirector@storbecksearch.com

All inquiries, nominations, and applications will be held in the strictest of confidence, and references will not be contacted without the applicant’s prior permission.

CUNY is an EO/AA/IRCA/ADA employer with a strong commitment to racial, cultural, and ethnic diversity.