



Confidential Search for: Chief Communications and Public Affairs Officer Leading Research Institution – East

A global leader in higher education is accepting nominations and applications for the position of Chief Communications and Public Affairs Officer. Reporting to the President, the Executive will serve as an integral member of the institution's senior administration and be responsible for driving the development, integration, and implementation of a broad range of communications and public affairs activities relative to the mission and strategic direction of the administration through the institution's various initiatives.

The Position

The Executive will lead the effort to ensure greater public understanding and visibility of the institution's varied and deep strengths—its award-winning faculty and interdisciplinary scholarship, extensive global collaboration and local partnerships, innovation in the arts and sciences, diverse campus community, and outstanding students.

This individual will bring an expertise in established and emerging media across various platforms and be charged with the development of an actionable, creative, sustainable, and innovative communications strategy that reflects the institution's diverse, global, and culturally inclusive environment.

This position advises the President and Senior Administration as well as oversees the day-to-day activities of the Office of Communications and Public Affairs.

Responsibilities

- Champion a strategic communications plan that will function in a large, complex, decentralized organization with varied priorities and stakeholders;
- Provide visionary leadership for an integrated communications strategy across all print, digital and social media platforms to advance the institution's evolving brand, broaden awareness of its programs and priorities, and increase the visibility of its programs globally, in collaboration with communications professionals across the organization;
- Work with senior leaders to shape and communicate key messages related to the institution's highest priorities and key initiatives;
- Leverage and promote faculty, staff and student accomplishments; deliver messages that advance priorities and ensure the institution is consistently portrayed as a leading research institution with global impact;

- Work closely with senior administrators and academic deans to analyze market challenges and opportunities for the purpose of influencing academic outcomes and financial performance;
- In partnership with senior administrators and academic deans, ensure that major institution communications are consistent across all academic and administrative units;
- Identify challenges and emerging issues faced by the institution, work with the leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies;
- Coordinate crisis management efforts involving the institution as a whole and its individual units;
- Drive the institution's digital communications and social media engagement;
- Actively collaborate with faculty and other leaders to encourage faculty engagement with the media, and promote the institution's impact to the community; and,
- Ensure that the institution's marketing and communications efforts help to build and sustain positive relationships with external constituencies, including the media, government, alumni, local community and general public.

Qualifications:

A Bachelor's degree is required and advanced degree desirable along with a minimum 10 years of related experience.

The successful candidate is an exceptional problem-solver and a genuine leader who thrives in a dynamic academic environment. S/he is a collegial, outgoing relationship builder who enjoys interacting with a variety of people at every level and is an enthusiastic advocate of the institution's mission. This individual seeks new approaches and new perspectives regarding how to advance the institution's brand and impact across the world.

Contact

Please send all nominations and applications, electronically and in confidence, to:

Shelly Storbeck, Managing Partner
Tammarah Townes, Managing Associate
Storbeck / Pimentel & Associates, LP
ChiefCommPublicAffairs@storbecksearch.com