



Vice President for Marketing and Communications

The University of the District of Columbia (UDC) seeks an innovative, creative, and community-oriented leader to serve as its first **Vice President for Marketing and Communications**. The successful candidate will have a proven track record of outstanding leadership in developing, strengthening, and expanding communications and marketing functions, supporting innovation, and providing strategic vision in a complex organization. The Vice President will demonstrate an understanding of and commitment to the mission of HBCUs and public universities in providing accessible, affordable, and transformational education. As the University continues in an exciting and promising new era, this position will be critical in ensuring that the UDC story is successfully captured and shared with stakeholders in the District and beyond.

The Institution: The University of the District of Columbia, a historically black land-grant university located in Washington, D.C., is the only public university in the District. It is also the nation's only exclusively urban land-grant university, with a unique focus on enhancing the quality of life for urban populations and building pathways to the middle class. UDC enrolled approximately 5,000 students pre-COVID from the local region, nearly every state in the nation, and 80 foreign countries. Students matriculate in associate, baccalaureate, graduate, and law degree programs as well as workforce training and professional programs. Embracing its essence as a public, historically black, urban-focused, land-grant university in the nation's capital, UDC is dedicated to serving the needs of the community of the District of Columbia and producing lifelong learners who are transformational leaders in the workforce. At a point of historic stability, the University is poised to build and enhance operations in the pursuit of customized, innovative, and supportive education. Through the current UDC strategic plan, *The Equity Imperative*, the University is positioned to be the national model for urban student success and example of higher education prospicience. For additional information about the University, please visit: www.udc.edu

The Position: Reporting directly to the President, the Vice President for Marketing and Communications serves as a key member of the University's leadership team and is responsible for brand management and the visualization, development, and implementation of an integrated, strategic marketing and communications plan consistent with the strategic goals, plans, and aspirations of the University. The successful candidate will lead a team of professionals in University communications, brand management, marketing, publications, TV, web, and news media as well as work with the communications staff within the academic divisions across the University. The VP will work collaboratively with the entire University to enhance strategic recruitment, student engagement, fundraising, and internal communication activities including the use of current technologies, platforms, and recruiting services. The Vice President will serve as the University's chief brand manager and will work collaboratively with University leadership and members of the campus community to use the brand and data to produce intentional, consistent, and compelling messaging to external audiences through strategic advertising, print publications and materials, and digital media. Full job description is at: www.rpainc.org/post/VPMarketingandCommunicationsJD.pdf

Qualifications: The successful candidate must have a record of success in progressively responsible positions within marketing and communications or a related field as well as experience in one or more of the following areas: social media, marketing, public relations, media relations, news and information, digital production, photography, publications, or athletics communications. They will also possess management and/or leadership experience within a complex organization. Excellent oral and written communication skills, including expertise in writing and editing an assortment of marketing and communications materials is required. The successful candidate must demonstrate skills in relationship building, team building, public presentations, and the capacity to perform duties with tact, decorum, and diplomacy. Knowledge and expertise with marketing and communication related technology is vital. The successful candidate will demonstrate a commitment to working with diverse populations, an awareness of issues affecting people of color and other traditionally disenfranchised communities, and respect for and skills to engage with those of other cultures and backgrounds. The Vice President will be a visionary leader who thinks strategically; possesses excellent budgeting, planning, and collaboration skills; maintains knowledge of current best practices in marketing and communications; and the capability to lead, motivate, and supervise staff. A bachelor's degree is required; a master's degree is preferred.

Location: The University of the District of Columbia is located in the heart of the nation's capital. One of the world's most cosmopolitan cities, with rich cultural, educational, and political traditions, the District is also within driving distance of the Blue Ridge Mountains and the Chesapeake Bay. In addition to its many green spaces, museums, and historical points of interest, Washington, D.C. is home to thriving art and entertainment venues, and international cuisine, as well as professional and amateur sporting events and teams.

Application: Interested candidates should submit only a cover letter and resume to RPA Inc. at udcmarketingvp@rpainc.org. For a confidential discussion about this opportunity or to make a nomination, please contact Kendra Mozug, Search Consultant, or Isaac Karaffa, Vice President and Senior Consultant, at the email address above. The review of candidates will begin on April 12, 2021, and first-round interviews will commence thereafter.

The District of Columbia Government is an Equal Opportunity Employer. All qualified candidates will receive consideration without regard to race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, family responsibilities, matriculation, physical handicap, or political affiliation.



www.rpainc.org