



**Associate Vice President for Marketing and Communications (full-time, 35 hours/week)
Enrollment Management-Marketing and Communications
Position 102026**

Position Summary: The Marketing and Communications Department has responsibility for the University's media relations strategy and is charged with creating and executing an integrated marketing and communications plan, providing creative services, digital marketing and on-line strategies to promote the University brand. The department develops marketing and advertising strategies to diverse audiences with the goal of supporting the University's image generally, and its enrollment and development efforts specifically.

Reporting to the vice president for enrollment management and marketing, the associate vice president for marketing and communications is the chief marketing officer responsible for the University's internal and external communications. The associate vice president oversees production of all of the university's publications that are targeted at an external audience, promotes and safeguards the correct branding of the university, serves as editor in chief of the University's magazine and annual report, directs the university's website, oversees all media relations, and is responsible for the University's advertising and marketing strategy supporting twelve academic schools, University Advancement, Athletics, and other constituents.

Essential Responsibilities Include: Direct an office of 17 communications and publications specialists, with responsibility for the University's internal and external communications, media relations, advertising, marketing collateral and web content.

Plan the integration, coordination, and management of the University marketing strategy across multiple communication and advertising platforms for all University audiences while maintaining and adhering to the overall University brand. Lead the marketing team in the creation of research-based integrated marketing campaigns in print, electronic, multimedia, online and social media environments to effectively reach the University's target audiences. Conduct market analyses to gain a greater understanding of the University's market position and inform decisions to launch and/or invest in programs and geographic locations that effectively support student recruitment and relevant higher education trends. Partner specifically with undergraduate and graduate admission in the development of marketing materials and communications plans to support student recruitment. Serve as Editor-in-Chief of the University's alumni magazine and direct writing, editing, production and dissemination of two major online internal communications publications.

Minimum Qualifications: Master's Degree required with seven (7) to ten (10) years of progressive management and leadership experience in higher education marketing and communications or a related field. Exceptional analytical and organizational and communication skills. Conceptual knowledge of enrollment management and marketing in higher education. Proven record of success in achieving goals.

How to apply: forward application, resume, and cover letter with salary requirements as an attachment to: CUARecruitment@cua.edu. Reference position 102026 in subject line of email. Please do not include photos on resumes and save documents with first/last names. **All applicants must be supportive of the mission and vision of *The Catholic University of America*. Priority consideration will be given to applications received by 5/1/2018.**

THE CATHOLIC UNIVERSITY OF AMERICA

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