

# RADFORD UNIVERSITY

Invites Applications and Nominations for the Position of:

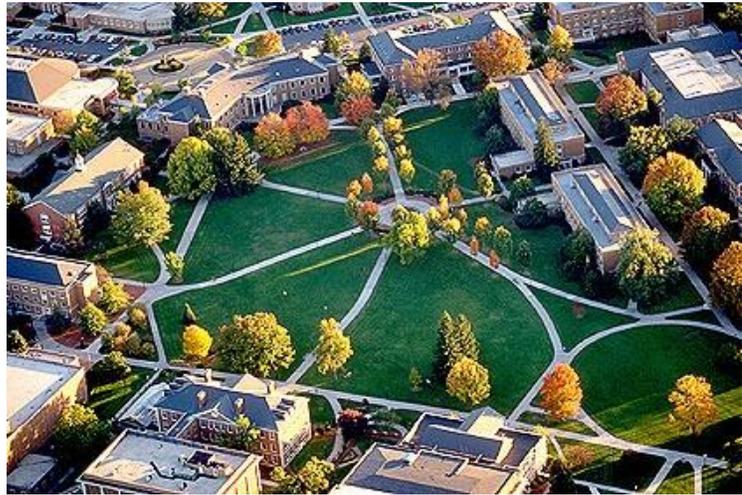
## Associate Vice President for University Relations



**Greenwood/Asher**  
& ASSOCIATES, LLC

## The Opportunity

Radford University invites applications for an experienced and personable leader to head the Office of University Relations. The office seeks candidates who are committed to customer service, have strong managerial skills, and can thrive in a fast-paced environment. The office also seeks candidates who value a fun, collaborative, and caring work environment, and a sense of humor.



Reporting to the Vice President for Advancement and University Relations, the Associate Vice President serves in the critical role as chief communications officer and marketing strategist for Radford University. The position is responsible for overall communication and research-based messaging, as well as marketing, branding and design activity for the University. The position oversees all aspects of the development and dissemination of the University's public messaging including branding, marketing, and advertising; public and media relations; publications and creative services; and digital and social media strategy in close collaboration with all University Relations professionals, including four director-level positions. This person also serves as the official spokesperson for the University and maintains relationships with local, regional, and state-based media outlets.

## The Role of the Associate Vice President for University Relations

The primary responsibility of the Associate Vice President is to analyze and oversee University Relations' overall structure and workflow by leading the day-to-day effort of prioritizing the team's work to reduce duplication and ensure adequate time is dedicated to high impact and high value projects.



Additional responsibilities include:

- › Perform duties and responsibilities with a high degree of accuracy and independence, while keeping the Vice President updated on unanticipated issues that may arise and recommending actions and solutions to such situations. This includes review and approval of deliverables developed by University Relations team members.

- › Facilitate a culture of collaboration with critical campus partners as it relates to media engagement efforts, brand expression and initiatives.
- › Serve as spokesperson and primary point of contact on queries received from media outlets. Engage with relevant campus partners, to include the Office of the President, on appropriate responses. Collaborate with media services team members on proactive media pitches.
- › Represent University Relations and the Vice President as necessary with regard to various initiatives and programs, as well as campus and community events.

## Qualifications

The selected candidate will have a bachelor's degree and a minimum of seven years of professional work experience in communication and/or branding and marketing.

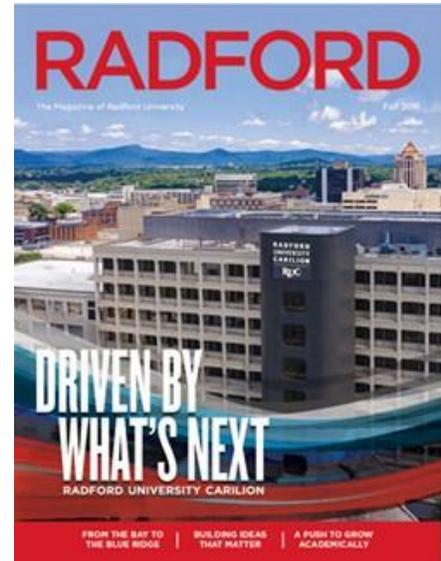
It is preferred that the selected candidate will have an advanced degree or specialized training, as well as experience with on-camera media engagements.

## About the Office of University Relations

University Relations is comprised of writers, designers, photographers, videographers, digital strategists, creatives, and leaders who work to collaboratively advance the brand of Radford University through marketing, communications, media engagement, digital, and creative services. Team members have strong educational backgrounds paired with significant industry and higher education experience. The office is aligned in their excitement to share the Radford University story and brand in a way that advances the critical and influential work of the institution. A list of staff members and departments within the office can be found [here](#).

Office top priorities include:

- › Share the Radford University brand across campus, within the local community, the Commonwealth of Virginia, and beyond.
- › Promote the achievements of the students, faculty, staff, and alumni.
- › Directly support admissions, advancement, and alumni relations efforts.
- › Engage with internal stakeholders from the Radford University family to support their marketing, communications, media, and creative services needs.



- › Implement and advance relevant initiatives as outlined in the [2018-2023 Strategic Plan](#).

## The Together Campaign

The Associate Vice President of University Relations will join Radford University at an exciting time as the Together campaign enters the public phase and marches toward its goals. Together is the most ambitious fundraising campaign in Radford's history with a goal of \$100 million. At the heart of the Together campaign is Radford's focus on being a premier, innovative, student-centered university in the Commonwealth of Virginia and beyond with a keen focus on teaching, research, and service. The AVP of University Relations plays a significant role on the Campaign Planning Committee and oversees the collaborative work between University Relations and Advancement in support of the campaign.



## About Radford University

Radford University is a comprehensive public university of 10,695 students that has received national recognition for many of its undergraduate and graduate academic programs, as well as its sustainability initiatives. Radford University serves the Commonwealth of Virginia and the nation through a wide range of academic, cultural, human service and research programs.



Well known for its strong faculty/student bonds, innovative use of technology in the learning environment and vibrant student life on a beautiful 204-acre American classical campus, Radford University offers students many opportunities to get involved and succeed in and out of the classroom. The University offers 76 bachelor's degree programs in 47 disciplines, three associate degrees, and six certificates at the undergraduate level; 28 master's programs in 23 disciplines and six doctoral programs at the graduate level; and 14 post-baccalaureate certificates and one post-master's certificate.

A Division I member of the NCAA and Big South Conference, Radford University competes in 16 men's and women's varsity athletics. With over 300 clubs and organizations, Radford University offers many opportunities for student engagement, leadership development, and community service.

In addition to robust academic offerings and engaging student experiences on the main campus located in Radford, Virginia, Radford University also offers a clinical-based educational experience for more than 1,000 students living and learning in Roanoke, Virginia as part of

Radford University Carilion, a public-private partnership focused on the cutting-edge delivery of health sciences programming, outreach and service.

## The City of Radford

Radford University is located in the City of Radford (population 15,859), 36 miles southwest of Roanoke, Va., on Route 11 and I-81 in the New River Valley, close to the beautiful Blue Ridge Mountains of Virginia. The town of Christiansburg, Va., is located in the New River Valley, 15 minutes from the City of Radford.



The City of Radford and the surrounding region provide a rich variety of cultural and leisure activities. Outdoor enthusiasts will find the university's location along the New River provides opportunities to hike, kayak, fish, swim, and camp. Dozens of bicycling and hiking trails are accessible with less than a 30-minute drive, including access points to the Appalachian Trail and Jefferson National Forest.

Downtown Radford is home to a variety of locally owned shops and restaurants. Christiansburg serves as a retail hub providing a regional mall and major chain stores and restaurants less than 10 miles from campus.

## Nomination and Application Process

### Salary

Salary will be competitive and commensurate with qualifications and experience.

### How to Apply

Greenwood/Asher & Associates, Inc. is assisting Radford University in this search. Applications and nominations are now being accepted. Confidential inquiries and nominations should be directed to Greenwood/Asher and Associates. For a full application package please provide a cover letter, CV, and list of five references. Submission of application materials as PDF attachments is strongly encouraged. Please send materials to [laurenmccaghren@greenwoodsearch.com](mailto:laurenmccaghren@greenwoodsearch.com) and also apply through the Radford University website at <https://jobs.radford.edu/postings/9029>.

The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

**Please direct inquiries and nominations to:**

Betty Asher, Founder and Team Lead  
Lauren McCaghren, Senior Executive Search Consultant  
E-mail: [bettyasher@greenwoodsearch.com](mailto:bettyasher@greenwoodsearch.com)  
E-mail: [laurenmccaghren@greenwoodsearch.com](mailto:laurenmccaghren@greenwoodsearch.com)

**For more information about the Office of University Relations and Radford University,  
please visit:**

[www.radford.edu](http://www.radford.edu)  
[www.radford.edu/content/university-relations/home.html](http://www.radford.edu/content/university-relations/home.html)

*Radford University does not discriminate with regard to race, color, sex, sexual orientation, disability, age, veteran status, national origin, religion, or political affiliation in the administration of its educational programs, activities, admission or employment practices.*

*This position requires a criminal background check. Therefore, you may be required to provide information about your criminal history in order to be considered for this position. This position also requires a Statement of Economic Interest.*