



**INDIANA UNIVERSITY**

Invites Applications and Nominations for the Position of:

Vice President for  
Communications and Marketing

**Greenwood/Asher**  
& ASSOCIATES, LLC

## The Opportunity

Indiana University (IU) is seeking an exceptionally innovative, dynamic, creative, influential, and strategic leader to join a dedicated staff and leadership team at one of the nation's leading universities and serve as Vice President for Communications and Marketing. This is a rare opportunity to lead at a major, multi-campus, university system at a unique inflection point in its storied history. Today, IU spans seven campuses and two regional centers, including nine School of Medicine campuses across the state of Indiana and partner locations around the globe. Together, all parts of the system broaden its impact and make an IU education accessible to more people. A home for bold vision, IU has demonstrated a progressive commitment to diversity, equity, inclusion, and belonging since its founding and has been dedicated to empowering students and faculty to cultivate meaningful careers, develop lifelong connections, and make an impact on the world. The leadership, vision, and creativity of the Vice President will inspire appreciation of Indiana University. The successful incumbent will understand emerging trends in higher education, medicine, healthcare, marketing, and communications.

Reporting to Indiana University's 19th President, [Pamela Whitten](#), the Vice President for Communications and Marketing is responsible for telling the story of IU and directing IU's marketing, events, and conference areas through IU Studios—the communications and marketing hub for IU. IU Studios leads and supports University-wide branding, creative and web products, communications, and digital campus design. Studio teams are insights and technology-driven and focused on one thing: creating experiences that lead to a love of IU for life. The Conferences and Events Studio teams create premier brand experiences for the University and offer meeting planning services to faculty and staff at IU and clients worldwide, including IU's most prominent events like Commencement and Freshman Induction. Learn more about [IU Studios](#).

## The Role of the Vice President

The Vice President for Communications and Marketing designs and directs the execution of integrated marketing and communication activities in alignment with and in support of IU's mission, vision, and goals to advance the academic reputation, enhance the perception of the IU brand, and to achieve revenue growth for the University. The Vice President is responsible for leading the creation and execution of IU's marketing, communication, and brand strategies across seven campuses, two learning centers, and nine medical education centers across the state. This includes developing strategies for communicating with external constituencies, devising internal communication strategies that support a cohesive and well-informed University community, and responding successfully when faced with crisis and issues management. The Vice President also is responsible for measuring the effectiveness of the strategies by setting clear performance indicators and, ultimately, meeting or exceeding them.

Marketing and communication initiatives under the direction of the Vice President include brand awareness and ad campaigns, targeted campaigns to grow enrollment, media relations, University publications, interactive and digital marketing, social media, collateral, and

implementation of market research and market segmentation strategies. This includes leading an internal market research group and an internal agency that supports print and digital production. The Vice President co-leads (with the Vice President for Information Technology) IU's effective use of Salesforce and CRM tools and the implementation of IU's digital campus work. In addition, the Vice President serves as the University's principal media liaison and spokesperson and assists the President in developing communications and marketing strategies.

## Key Responsibilities

- › Provide vision and leadership for the University's integrated marketing and communications operations.
- › Develop a comprehensive and proactive University-wide marketing, communication, and branding strategy that supports the strategic goals, plans, and aspirations of the University.
- › Create marketing, communication, and branding strategies that maximize demand for the University's educational programs.
- › Guide the editorial direction, design, and production of all publications, University web properties, social media initiatives, advertising, and media with a goal of creating dynamic, engaging materials that authentically convey and reflect the key brand attributes of the University.
- › Lead crisis and issues management planning and rapid response messaging to deal with critical events as they arise. Provide strategic counsel on reputation and issues management to senior leadership.
- › Lead media relations outreach and oversee the University's media relations strategy, including fostering effective and collaborative relationships with the media.
- › Create and leverage opportunities to drive public relations strategies and tactics.
- › Set strategy for marketing, communication, advertising, and promotions to ensure that all messages emanating from the University are accurate, consistent, and present a coherent image of the institution and its interests.
- › Partner with University leadership to generate innovative ideas and solutions that engage donors, build its global networks, and grow the reputation and visibility of IU.
- › Oversee the development and execution of cutting-edge strategy for the University's interactive and social media programs and supervise the development and deployment of web/social media sites aimed at enhancing the University's brand and reputation.

- › Lead technologically advanced teams of web producers, digital and graphic designers, project managers, marketing and editorial writers, media specialists, and videographers.
- › Provide mentorship to a multi-cultural staff and foster an inclusive environment which advances the University's strategy and supports ongoing professional development.
- › Cultivate strong working relationships with staff, faculty, and students across the University which creates and documents experiences that lead to "a love of IU for life."
- › Revenue generation and management, including meeting metrics for determining effectiveness.
- › Articulate the value proposition of the University and effectively market IU's stories, experiences, services, and goals to its internal and external audiences.

## Qualifications

The successful candidate will possess a bachelor's degree, although a master's degree is preferred, with a minimum of ten years of executive level, administrative experience, including multi-media experiences in strategic communications, brand marketing, and public relations.

Preferred qualifications include:

- › Superb written and oral communication skills and exceptional attention to detail for all media platforms.
- › Successful track record of developing and implementing multi-faceted marketing and communication strategies in a complex environment.
- › Strategic experience in planning and production of press releases, marketing literature, and other print publications.
- › Proven track record of effective media relations, along with the ability to efficiently develop media relations strategies and crisis communications to quickly respond to changing circumstances.
- › Advanced knowledge of the strategies and best practices for communication, including sophisticated and creative use of social media and other forms of digital communication.
- › Proven success at developing and overseeing implementation of online and social media strategies to enhance visibility, engagement, and loyalty.
- › Collegial and collaborative management style that builds bridges and consensus among individuals and units across the University.

- › Appreciation for the history, achievements, and aspirations of the University and the ability to articulate the President's vision effectively and eloquently to diverse audiences.
- › Ability to synthesize complex information and produce marketing and communication materials that address a wide variety of goals and objectives.
- › Proven leadership mentoring an experienced marketing and communications team.
- › Excellent judgment and creative problem-solving skills including negotiation and conflict resolution.
- › Presence and confidence to project credibility to the media and other strategic stakeholders.
- › Strong leadership skills and a proven track record of developing and executing comprehensive communication strategies and plans, advising the President, and responding to media inquiries as a University spokesperson.

## About Indiana University

Since its founding, Indiana University has helped students create brighter futures, while also seeking ways to drive innovation, from breakthroughs in DNA technology and cancer research to trailblazing cultural programs and resources. In 1820, IU became one of the first public universities west of the Allegheny Mountains. Today, it's one of the top public universities in the world. IU's numerous international engagements allow students and faculty to pursue their goals through partnerships across the globe.

Indiana University has [seven campuses, two regional centers, and nine School of Medicine campuses across the state of Indiana.](#)

Led by Dr. Pamela Whitten, a visionary scholar who became IU's nineteenth president on July 1, 2021, the IU community represents a diverse cross-section of people from all backgrounds and cultures across current students and faculty.

- › 90,000+ total students
- › 71,000+ degree-seeking undergraduate students
- › 19,000+ students in graduate and professional programs
- › 7,200+ international students from 164 countries
- › 21,000+ faculty and staff University-wide
- › 44,500+ total affiliated IU employees (including students and temporary workers)

## Mission

Indiana University's mission is to provide broad access to undergraduate and graduate education for students throughout Indiana, the United States, and the world, as well as outstanding academic and cultural programs and student services.

IU seeks to create dynamic partnerships with its communities in economic, social, and cultural development and to offer leadership in creative solutions for 21st-century problems, and IU strives to achieve full diversity and maintain friendly, collegial, and humane environments, with a strong commitment to academic freedom.

To achieve IU's vision as one of the great research universities of the 21st century, they will:

- › Provide an excellent, relevant, and responsive education across a wide range of disciplines in baccalaureate, graduate, and professional education, to students from all backgrounds
- › Pursue excellent world-class research, scholarship, and creative activity
- › Engage in the economic, social, civic, and cultural development of Indiana, the nation, and the world by building on the base of excellence in research and education

## Values

IU is committed to the highest standards of ethical conduct and integrity, including these core values.

- › Excellence and innovation
- › Discovery and the search for truth
- › Diversity of community and ideas
- › Respect for the dignity of others
- › Academic and personal integrity
- › Academic freedom
- › Sustainability, stewardship, and accountability for the natural, human, and economic resources and relationships entrusted to IU
- › Sharing knowledge in a learning environment
- › Application of knowledge and discovery to advance the quality of life and economy of the state, the region, and the world
- › Service as an institution of higher learning to Indiana, the nation, and the world

## Office of Communications and Marketing

[IU Studios](#) is the communications and marketing hub for Indiana University, committed to telling the IU story. At the Studios website, you can learn more about each of the core marketing and communications-focused areas of IU Studios, including the [Brand](#)

[Studio](#), [Creative & Web Studio](#), [Communications Studio](#), and [Digital Campus](#) teams. The conferences team and Events Studio further reinforce the brand by creating premier brand experiences for the University. The IU [Conferences](#) team delivers comprehensive meeting planning services to the faculty and staff of Indiana University and to clients worldwide. And the [Events Studio](#) creates IU's most prominent events, including Commencement and Freshman Induction.

## Nomination and Application Process

### Salary

Salary will be competitive and commensurate with qualifications and experience.

### How to Apply

Greenwood/Asher & Associates, LLC is assisting Indiana University in this search. Applications and nominations are now being accepted. Confidential inquiries, nominations, and application materials 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. 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, nominations, and application materials to:**

Jan Greenwood, Ph.D., Co-Founder, Greenwood Asher & Associates and Vice President &  
Managing Partner, Kelly

Ashley Hice, Senior Executive Search Consultant

[jangreenwood@greenwoodsearch.com](mailto:jangreenwood@greenwoodsearch.com)

[ashleyhice@greenwoodsearch.com](mailto:ashleyhice@greenwoodsearch.com)

#### **Equal Employment Opportunity**

Indiana University is an equal employment and affirmative action employer and a provider of ADA services. All qualified applicants will receive consideration for employment without regard to age, ethnicity, color, race, religion, sex, sexual orientation, gender identity or expression, genetic information, marital status, national origin, disability status or protected veteran status. Indiana University does not discriminate on the basis of sex in its educational programs and activities, including employment and admission, as required by Title IX. Questions or complaints regarding Title IX may be referred to the U.S. Department of Education Office for Civil Rights or the university Title IX Coordinator. [See Indiana University's Notice of Non-Discrimination here which includes contact information.](#)

#### **Campus Safety and Security**

The Annual Security and Fire Safety Report, containing policy statements, crime and fire statistics for all Indiana University campuses, is [available online](#). You may also request a physical copy by emailing IU Public Safety at [iups@iu.edu](mailto:iups@iu.edu) or by visiting IUPD.