



University of
Pittsburgh

University of Pittsburgh
invites applications and nominations for the
position of:

**Vice Chancellor for University
Communications and Marketing**

**Greenwood
Asher &
Associates®**

The Opportunity

The Vice Chancellor for University Communications and Marketing (VC-UCM) will serve as a trusted advisor to the Senior Vice Chancellor for University Relations (SVC-UR) and the Chancellor of the University, and a subject matter expert to other senior University leaders. Reporting to SVC-UR and serving as a member of the Chancellor's leadership team, the VC-UCM will work in partnership with internal constituents such as senior administrators, deans, faculty, and staff across the University to develop strategies and practices that build public understanding and support for Pitt's teaching and research mission, cultivate awareness of the University's commitments to diversity and inclusion, and strengthen communities through improved outreach and engagement. The VC-UCM must be a strong leader with deep communications and marketing knowledge who has built and managed highly functional teams and has the ability to advance strategy and initiatives in a direct and collegial manner.

The VC-UCM will be responsible for aligning and driving the University's communications and marketing efforts. The VC-UCM will be called upon to offer communications and marketing advice on major institutional decisions and activities. The VC-UCM will also be responsible for developing and maintaining a broad set of external relationships with the media.

Specific responsibilities include:

- › Cultivating and leading an institutional strategy for publicly communicating and advancing the goals and priorities of the University.
- › Developing an integrated strategic communications plan and partnering with colleagues across the University to highlight Pitt's goals and achievements more effectively.
- › Ensuring Pitt is proactive and strategic in building its reputation, such that the University is recognized for the advances it is making in linking research from philosophy to health-sciences), technology, and entrepreneurship.
- › Working with the University's Senior Leadership Team to ensure forward-thinking and aligned marketing strategies are in place and executed efficiently to generate regional and national attention to Pitt's research, achievements, and future goals.
- › Galvanizing the efforts of the marketing team to promote effective and consistent branding of the University.
- › Serving as a key advisor to the SVC-UR and Chancellor and working to promote their vision and philosophy for Pitt, as well as their priorities and aspirations for the University.
- › Collaborating with and serving as a resource for senior University leaders with specific communications-related strategies and initiatives.
- › Devising swift responses to unexpected events and issues; serving as a valued contributor to any crisis management effort.
- › Leading internal communications efforts with the objective of informing and engaging internal stakeholders (e.g. faculty, students, and administrators) and enabling knowledge

sharing across the University.

- › Collaborating with the Office of Government Relations and Advocacy and the Office of Engagement and Community Affairs; building a cohesive and effective network of communications professionals across the University.
- › Creating means for two-way communications, including feedback mechanisms and sharing of ideas and best practices.
- › Ensuring that Pitt's culture, values, and beliefs are integrated into its communications efforts and consistent across the various schools, departments, and programs.
- › Developing appropriate outreach plans for listening to key stakeholders, including faculty, students, alumni, Board of Trustees members, and regional business leaders, for sharing the University's accomplishments and strategies, and for thinking about how to communicate Pitt's impact.

Qualifications

The VC-UCM will be a transformation agent who thrives on aggressively driving change and impact through communications and marketing. This person will have the ability to develop, articulate, and implement a strategic vision and manage change in a continuously evolving higher-education environment. The VC-UCM will have a demonstrated capacity to move the hearts and minds of internal and external audiences around ideas or knowledge through creative and compelling messaging and marketing. This person will be a highly motivated, flexible, collaborative, and creative individual who is comfortable with ambiguity and going against the grain of the communications and marketing strategies traditionally utilized in higher education settings, when appropriate. The VC-UCM will be an effective team builder and leader, a strong communicator, and will have a reputation for building relationships and trust across and outside their organization. The VC-UCM will thrive working as a member of extremely fast-paced and collaborative teams.

The ideal candidate will bring an entrepreneurial spirit and track record of success, with the ability to push and challenge the University in its approach to messaging and branding. The VC-UCM will be mission driven and have a passion for education and innovation. A strong emotional intelligence and the tenacity to drive change, even when experiencing resistance, are assets for this position. The VC-UCM should demonstrate energy, enthusiasm, and commitment to nurturing, enhancing, and protecting Pitt's reputation and brand. The person who assumes this role will serve as a catalyst for the University, helping both internal and external audiences to perceive the successes, direction, and true leadership of Pitt as a place where pioneering research and academic achievement combine with holistic approaches to student engagement to provide outstanding educational experiences.

Education and Experience

- › Baccalaureate degree
- › Track record of success in a senior leadership role
- › 10+ years' experience in a senior communications and marketing role

Knowledge

- › Deep appreciation of and belief in Pitt's mission and the role it plays within higher education, its community, and the world.
- › Vision and insight relevant to the design and implementation of a marketing and communications strategy that advances the University's long-term mission and enables it to respond effectively to crises and other immediate challenges.
- › Demonstrated ability to develop clear, targeted, and non-traditional branding and marketing strategies tailored for different audiences and channels.
- › Experience strengthening existing branding strategies and a strong familiarity with using traditional and non-traditional media to build and raise awareness.
- › A keen understanding of the role of social and digital media as a platform to changing public perception and/or behavior.
- › Excellent oral and written communication skills and the ability to serve as a University representative and spokesperson in a variety of settings.
- › Ability to quickly learn the SVC-UR and Chancellor's content and voice in order to communicate on their behalf.

Strategic Acumen

- › **Strategic mindset:** The ability to see where the future of the University is heading in terms of long-term market potential and opportunity.
- › **Proven tactical execution:** An eye for detail as well as the full picture; ability to translate core institutional strategies into actionable initiatives.
- › **Proactive leadership:** Ability to anticipate future opportunities and pitfalls and develop communication strategies to address them.
- › **Trustworthiness:** A trusted advisor beyond the scope of communications.

Building Relationships and Using Influence

- › A highly communicative and collaborative leadership style that fosters an environment of trust among a broad stakeholder community – a catalyst for cross-functional cooperation and idea generation. An active listener who demonstrates respect for others and, in turn, gains their respect.
- › Proven ability to develop positive and productive relationships, creatively build consensus, and engage people and institutions towards achieving ambitious goals; ability

to leverage relationship networks strategically and openly to accomplish objectives.

- › Strong understanding of how to influence internally and externally through informed vision and networking.

Leading Teams

- › Skillful advocate and practitioner, as well as an exceptional leader and manager of people; proven ability to develop and nurture talent.
- › Track record in creating a high-performance culture, and an environment to empower staff and inspire performance. Strong commitment to the professional development of staff and a successful track record of recruiting and retaining a diverse team.

Impact, Impression and Communication

- › Highly articulate spokesperson, with the ability to make arguments in a compelling, logical, to-the-point manner.
- › Ability to communicate with passion, energy, intensity, and enthusiasm.
- › Executive presence and confidence, with experience in a relationship-based position where effective communication skills influence outcomes.
- › Stellar leadership skills that complement outstanding technical skills and exceptional writing and editing skills.

Passion and Shared Values

- › Strong commitment to diversity and inclusion; demonstrated ability to build relationships with people having a wide variety of backgrounds, experiences, and perspectives, including faculty, alumni, students, Board members, staff, and other key stakeholders.
- › An innate, authentic, and nuanced curiosity spanning the full range of Pitt's endeavors from research to academics to athletics.

Personal Characteristics

- › Strong executive presence that exudes integrity, warmth, transparency, and competence.
- › A balanced ego and willingness to be hands-on in a role that is demanding.
- › Direct, candid, pragmatic working style, balanced with inclination towards patience, collaboration, profound respect for the complexities of working in a university environment.
- › Appreciation for the ideas of others, but with the professional courage to challenge appropriately when needed.

About the University of Pittsburgh

University of Pittsburgh is a top-ranked Carnegie Classified R1 doctoral university in Pittsburgh, Pennsylvania, and member of the Association of American Universities (AAU) of leading research universities.



Founded in 1787 as the Pittsburgh Academy, Pitt is one of the nation's oldest institutions of higher education. Pitt comprises 16 Pittsburgh-campus schools and colleges and four regional campuses [Bradford](#), [Greensburg](#), [Johnstown](#), and [Titusville](#).

The University looks to its Schools of the Health Sciences to propel scientific discovery and clinical innovation and to educate and prepare future researchers, physicians, and health care providers and administrators for 21st century careers. [Pitt researchers](#) are developing cures and therapies for diseases, working with communities to battle the opioid epidemic, supporting small businesses, and building the future of advanced manufacturing—among many other contributions.

Pitt is closely affiliated to the [University of Pittsburgh Medical Center \(UPMC\)](#). A world-renowned health care provider and insurer, UPMC combines clinical and research excellence to deliver high-quality care for patients from Western Pennsylvania and across the globe. The Schools of the Health Sciences work closely with UPMC to ensure that health care delivery, biomedical research, and education are equally robust and continuously evolving.

Mission

The University's mission focuses its success in three areas:

- › **People:** Pitt is a diverse community of scholars, learners, partners and leaders dedicated to a common cause: the pursuit of knowledge.
- › **Programs:** Pitt's initiatives and operations fuel opportunities of the highest quality in three key areas: academic excellence, research and scholarship, and community service.
- › **Purpose:** Pitt improves lives and communities—at every scale—by creating knowledge and leveraging expertise to tackle some of society's greatest and most pressing challenges.

Strategic Plan

Since its founding in 1787, Pitt has emerged as a global leader in academics, research and scholarship aimed at addressing society's most complex and urgent challenges. The new [strategic plan](#) builds on Pitt's prior successes while also reacting to one of the most disruptive

and volatile times that the university community—and the broader field of higher education— has ever seen. The plan for Pitt identifies how and where it wants to improve.

The plan calls for:

- › Adding institutional strengths and reputational drivers in the areas of academics, research and scholarship, and community service.
- › Enhancing the University’s capacity to help improve lives, systems, and communities.
- › Nurturing opportunities for Pitt community members to grow individually and to collectively create, use, and share knowledge.

About the City of Pittsburgh

The University of Pittsburgh's development has always been intertwined with the city's, never more so than today. In recent decades, Pittsburgh, well known as the “Steel City,” has remade itself into a global innovation hub built around a booming “eds & meds” economy—with Pitt and [UPMC](#) among its leading institutions.



For the culture seeker, budding historian, sports enthusiast, and urban adventurer, there’s no place quite like Pittsburgh, Pennsylvania. It’s one of the most historic and culture-rich cities in the USA with its foundation dating back to the mid-1700s. Pittsburgh is a destination that posts impressive numbers, too: 90 distinct neighborhoods, 40 craft breweries, 29 world-class colleges and universities, a 14-block Cultural District, four Carnegie Museums, and four professional sports teams. To top it all off, Pittsburgh boasts one of the most Instagram-worthy skylines in the country. ¹

Nomination and Application Process

Compensation

Salary will be competitive and commensurate with qualifications and experience.

How to Apply

Jan Greenwood, Tracey Weldon, and Ashley Hice from Greenwood/Asher & Associates are assisting University of Pittsburgh in this search. Applications and nominations are now being

¹ <https://www.visittheusa.com/destination/pittsburgh>

accepted. For a full application package, please submit a **cover letter, CV, and list of five references**. Confidential inquiries, nominations and application materials should be directed to Greenwood/Asher and Associates. 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:

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