



## **VICE PRESIDENT FOR MARKETING AND COMMUNICATIONS**

Wofford College invites applications for a seasoned marketing and communication leader to join its ranks. As a member of the President's Cabinet, the vice president for marketing and communications is a key member of the senior leadership team and reports directly to the president of the college.

### **JOB DESCRIPTION**

The vice president for marketing and communication plays a crucial role in articulating a differentiated value proposition to all key Wofford audiences, including prospective and current students, parents, alumni, faculty, staff, donors and friends of the college. The vice president also will be responsible for strengthening and expanding the Wofford brand through diverse channels and geographies. The vice president will be charged with leading an extraordinary team of creative and talented people who comprise the Office of Marketing and Communications (OMC). OMC oversees the college's marketing and communication strategies and is responsible for all aspects of creative services; digital marketing; social media management; features and publications; news, public relations, internal and crisis communications; and photography.

### **RESPONSIBILITIES**

**Public information/media/spokesperson** – Lead and oversee the development and execution of public information strategies to create, promote, manage and/or uphold a positive public image for the college. Take ultimate responsibility for all internal and external public relations and communications for the college.

**Brand stewardship** – Serve as a passionate advocate and gatekeeper for the Wofford brand. Champion continual refinement of the brand's positioning based on data-driven understanding of our key value propositions.

**Marketing strategy and planning** – Partner with all college departments and offices to continue and improve upon a seamless, integrated marketing strategy and execution plan that meets Wofford's goals and objectives.

**Student recruitment** – Work with the admission team to drive awareness and completed applications from appropriate prospective students using strategic segmentation and targeting and by creatively planning and executing the college's marketing and communication approach.

**Marketing leadership** – Continually uncover and identify new and unique opportunities to promote Wofford’s differentiating characteristics through appropriate traditional and new media channels. Create innovative, forward-thinking marketing material that resonates with target markets.

**Functional leadership and development** – Shape a highly-effective marketing organization by hiring, training, motivating and setting model leadership direction for all direct reports. Continue cultivation of a collaborative marketing effort across the entire Wofford community.

**Functional operations improvement** – Review and enhance, where necessary, all marketing and communications processes, materials, measurements, technology systems, etc., that are necessary to allow the marketing function to operate efficiently and effectively in pursuit of Wofford’s objectives.

**KEY INTERNAL OPERATING RELATIONSHIPS:**

- Director of athletics.
- Provost.
- Vice president for enrollment.
- Vice president for development
- Vice president and dean of students

**QUALIFICATIONS**

A bachelor’s degree with at least 10 years of professional marketing and communication experience is required for appointment. An advanced degree and experience in higher education is strongly preferred.

The vice president is an accomplished marketing and communication leader with demonstrated effective communications, negotiations and public speaking experience. S/he has a thorough understanding of media relations, including knowledge of social media and how it is used within public relations. The vice president collaborates with both internal and external stakeholders and provides direction and guidance for Wofford’s Office of Marketing and Communications to effectively implement the communication and branding strategies of Wofford College.

**APPLICATION**

All application materials must be submitted electronically to [VPOMC@wofford.edu](mailto:VPOMC@wofford.edu). Application materials include: (1) a cover letter explaining your interest and qualifications; (2) a current resume; and (3) names and contact information for (minimally) three professional references.

Applications received by midnight April 15, 2020, will be provided assured consideration.

## **ADDITIONAL INFORMATION**

Wofford College does not discriminate on the basis of race, color, creed, religion, sex, age, national origin, disability, veteran status, sexual orientation or any legally protected status.

Wofford College values diversity within our students, faculty and staff, and strives to recruit, develop, and retain the most talented people. We encourage applications from all underrepresented groups, including persons with varied backgrounds, perspectives, and experiences, regardless of race, color, creed, religion, sex, sexual orientation, age, national origin, disability, veteran status or any legally protected status in accordance with applicable federal and state laws.

It is the policy of Wofford College to provide reasonable accommodations for qualified individuals with disabilities who are employees or applicants for employment. If you require an accommodation to participate in any part of the hiring process, please reach out to [HumanResources@wofford.edu](mailto:HumanResources@wofford.edu).

A background check will be conducted for finalist candidates. Employment is contingent upon completion of a successful background check and establishment of identity and verification of employment eligibility as required by the Immigration Reform and Control Act of 1986.

Salary will be commensurate with experience. Wofford College provides a competitive benefits package including employer contribution to retirement savings, employer premium contribution to comprehensive major medical insurance, disability insurance, and other accompanying fringes.

### **About Wofford College**

Wofford College, established in 1854, is a four-year, residential liberal arts college located in Spartanburg, S.C. It offers 26 major fields of study to a student body of 1,725 undergraduates. Nationally known for its strong academic program, outstanding faculty, study abroad participation and successful graduates, Wofford is recognized consistently as a “best value college” and is among the New York Times’ “Top Colleges Doing the Most for the American Dream,” a ranking based on accessibility for low- and middle-income students. The college community enjoys Greek Life as well as 19 NCAA Division I athletics teams.

Wofford’s mission is to provide superior liberal arts education that prepares its students for extraordinary and positive contributions to a global society. The focus of Wofford’s mission is upon fostering commitment to excellence in character, performance, leadership, service to others and lifelong learning. Wofford strives for sustainability in all aspects of college life through respect for the environment and through our core values.

### **About Spartanburg**

Spartanburg is a city of about 40,000 located in the northwestern part of the state, about one hour's drive from Charlotte or Asheville, N.C., and about 30 minutes from Greenville, S.C. Coastal South Carolina can be reached in about three hours. Learn more about Spartanburg [www.spartanburgchamber.com/live](http://www.spartanburgchamber.com/live).