Vice President, Marketing and Communications

Kennesaw State University (KSU) invites applications and nominations for the role of Vice President, Marketing and Communications (VPMC). Kennesaw State seeks a talented, collaborative, and creative leader to develop and implement a multi-faceted communications and marketing effort that continues to position and elevate the institution. The next vice president will have the opportunity to shape and share the story of KSU’s growth and rising reputation.

ABOUT KENNESAW STATE UNIVERSITY

A leader in innovative teaching and learning, Kennesaw State University offers undergraduate, graduate and doctoral degrees to its nearly 43,000 students. With 11 colleges on two metro Atlanta campuses, Kennesaw State is a member of the University System of Georgia and the third-largest university in the state. The university’s vibrant campus culture, diverse population, strong global ties and entrepreneurial spirit draw students from throughout the region and from 126 countries across the globe. Kennesaw State is a Carnegie-designated doctoral research institution (R2), placing it among an elite group of only 6 percent of U.S. colleges and universities with an R1 or R2 status. For more information, visit kennesaw.edu.
KENNESAW STATE UNIVERSITY MISSION & VISION STATEMENT

At Kennesaw State, we serve as a powerful example of the impact a student-centered, research-driven university education delivers. We help students succeed through exploration, collaboration, and rigor, uniting a diverse spectrum of backgrounds and talents. At KSU, students become the individuals who people want as colleagues and leaders.

Kennesaw State exemplifies the power and promise of a student-centered, research-driven university. Authentically diverse, uniquely attainable, and endlessly impactful, we unleash the potential in every student we serve.

ACADEMICS

Kennesaw State provides educational programs that serve its diverse student body, which includes young adults who enroll as first-time undergraduates or transfers and an equally large number of older adults who return for undergraduate or graduate study. The university's more than 4,300 faculty, staff, and administrative leaders are committed to providing an environment that fosters the development of high-quality academic preparation, critical thinking, global and multicultural perspectives, social responsibility, and lifelong learning.

The foundation for all undergraduate majors is a comprehensive and coherent general education program that promotes internationalized and connected learning in the liberal arts tradition. Kennesaw State offers more than 100 accredited disciplinary, interdisciplinary, and professional undergraduate baccalaureate degree programs in the arts, humanities, social sciences, mathematics, natural sciences, accounting, business fields, architecture, engineering, teacher education specialties, computing and information systems, and nursing. An expanding array of graduate programs exists in art and design, biology and healthcare, engineering, science and technology, business administration and social sciences,
and education. Kennesaw State also offers many applied undergraduate and graduate certificate programs as well as a multitude of minors.

In 2018 Kennesaw State was elevated to an R2 classification—a doctoral institution with high research activity—by the Carnegie Classification of Institutions of Higher Learning. The university has seen a rapid increase in external funding for basic research from $4.3 million in 2006 to $43 million over the past five years, leading to new knowledge and discoveries by faculty and hands-on opportunities for students. The university is comprised of 11 academic colleges, including:

- Bagwell College of Education
- Coles College of Business
- College of Architecture and Construction Management
- College of Computing and Software Engineering
- Graduate College
- KSU Journey Honors College
- Norman J. Radow College of Humanities and Social Sciences
- College of Science and Mathematics
- College of the Arts
- Southern Polytechnic College of Engineering and Engineering Technology
- Wellstar College of Health and Human Services

**DIVERSITY AND INCLUSIVE EXCELLENCE**

Kennesaw State University prides itself on offering a premier, personalized educational experience for leadership and engagement within a diverse nation and world. This educational experience is achieved through recognition and appreciation of the differing backgrounds and experiences reflected within the university community. KSU firmly believes that sensitivity to diversity, equity, and global interdependence is central to fostering supportive living, learning, and working environments. A welcoming and inclusive
climate is critical to attaining Kennesaw State University's research, scholarship, teaching, and engagement goals.

The Division of Diverse and Inclusive Excellence takes a broad view of the talents, perspectives, and contributions of all the members of the KSU community and works in creating a framework to encourage dialogue and discussion on diversity and inclusion. The Center for Diversity Leadership and Engagement, established in 2016, supports campus and community-based scholarship on issues of ability, gender, sexuality, race, ethnicity, sustainability, and military status. Diversity Fellows can conduct research, participate in professional development, and engage one another, the campus, and the external community in furthering the dialogue on diversity and inclusion in the KSU community. Along with the Center for Diversity Leadership and Engagement, KSU has established six Presidential Commissions focusing on identifying, implementing, and programming actions and policies that will lead to an increased understanding and acceptance of diverse viewpoints represented on the KSU campus. Kennesaw State continues to implement and create programs that foster a learning environment that is welcoming, inclusive, and equitable. For further information on their work, please visit here.

**RECOGNITION**

Kennesaw State has garnered national attention for its programs and is consistently recognized in national rankings, with highlights including:

*U.S. News and World Report*

- Ranked the top public university and 20th nationally among "National Universities Where Most Accepted Students Enroll" (admissions yield rate)
- Ranked among National Universities in "2022 Best Colleges"
- Ranked among "Programs to Look For“:
  - Among top 40 national universities for Best Undergraduate Teaching
  - Among top 55 schools for First-Year Experiences
- Best Undergraduate Engineering programs (top 75 nationally among schools with bachelor's and master's-level engineering degree programs)
- Ranked in the inaugural list of 2020 Best Nursing Schools
- Best Online MBA program (94th among programs nationally, 4th in Georgia)
- Best Online Graduate Information Technology program (among top 75 nationally, 2nd in Georgia)
- Best Online Graduate Engineering programs (ranked among top 100 in nation, only Georgia institution named)
- Best Online Graduate Education programs (top 100 nationally)

American Council of Trustees and Alumni
- An "A" rating for high-quality core curriculum (11th consecutive year named, one of top 24 colleges nationally)

Princeton Review
- Top 50 Online MBA Programs (29th nationally)
- Top 50 Game Design Programs for Undergrads (37th nationally)

Billboard
- Top Music Business Schools (named among 28 nationally)

BestColleges.com
- Best Online Bachelor’s Degree Programs in
  - Geography (ranked 4th in nation)
  - Cybersecurity (ranked 7th in nation)
  - Information Technology (ranked 10th in nation)
LOCATION

Kennesaw State is spread across two campuses, located in Kennesaw and nearby Marietta, and is situated on more than 580 acres. Located just outside of Atlanta, the City of Kennesaw has a population of approximately 32,000. Residents enjoy excellent educational resources, first-rate parks and athletic facilities, affordable recreational programs, outstanding museums and cultural arts, a wide variety of shops and restaurants, and new and established neighborhoods. Twenty-four miles south on the interstate is downtown Atlanta, the largest metropolitan city in the Southeast.

Being located in metro Atlanta, Kennesaw State has become a destination institution, where more than 5,200 students live in eight distinctive residential communities in Kennesaw and Marietta. Students who reside on campus and those who commute have access to a full range of world-class facilities, resources, and activities. There are more than 300 student organizations, including student governance and media, co-curricular clubs, athletics, Greek letter organizations, and community service and advocacy-oriented groups. Kennesaw State also competes at the NCAA Division I level in the Atlantic Sun Conference.

THE ROLE OF THE VICE PRESIDENT, MARKETING AND COMMUNICATIONS

The Vice President, Marketing and Communications is responsible for the development of an integrated communications and marketing strategy, which encompasses the institution’s internal and external communications, community, and media relations. They will lead a diverse group of communications and marketing professionals in building, shaping, enhancing, promoting, and protecting the organization’s brand and reputation. In addition, the division supports the strategic direction and needs of the organization as articulated through its strategic plan and serves as a close partner to Enrollment Management, Advancement, and others to deliver a consistent and compelling message.

The vice president will articulate and recommend communications and marketing goals for the organization, identifying measures to assess achievement of these goals and manage these resources. The new media environment, with the rapidly changing social communications landscape and the
The growing influence of information technology, will require a leader to manage traditional communications programs, and, at the same time, create and leverage the technology/media experience of the future. The vice president will strive to develop communications and marketing programs that will differentiate the institution in the academic marketplace and help the organization in its mission to be a destination of choice.

**PRINCIPLE RESPONSIBILITIES**

- Works collaboratively with the Office of the President and other Vice Presidents to develop long-term communications and marketing strategies to advance the mission of Kennesaw State.
- Develop and lead the Institution-wide integrated branding. Oversee the communications policies to assure the consistency of message brand positioning, thought leadership, and reputation management in accordance with compliance and legal parameters.
- Partner with senior leadership to ensure branding policies and practices are incorporated in all of the messaging.
- Assure marketing strategy and tactics are tightly integrated with internal communications, media relations strategies, and support business objectives of institution and affiliates.
- Leads the university’s comprehensive marketing communications program to drive market share growth and revenue, student enrollment and retention, brand awareness, and consumer loyalty. Develop the means to assess marketing performance across platforms, develop opportunities for new campaigns, and assess new markets.
- Execute internal communications strategy using varieties of tools and channels that support business objectives.
- Partner on internal (employee) communication, increase employee engagement, and communicate with employees in a candid, timely, and transparent manner. Oversee the development and operation of leadership communication channels including online, video conferencing, and use of collaboration tools.
- Lead external communications activities from conception and strategy to implementation including, public affairs, issues/crisis management, mergers & acquisitions, executive communications, and reputation management. Responsible for a communications strategy to anticipate, prevent, and manage issues/crises. Develop core messaging, reputation management plans, positioning papers, and media training.
- Serve as the primary community and media relations spokesperson. Establish and maintain relationships with key partners in the media, government, and community to coordinate state health policy, regulatory affairs, media coverage, events, and other opportunities to promote the institution. Lead crisis communication.
- This position also is responsible for leadership of and collaboration with college-based and campus-based communications and marketing professionals; communications training and development across the University; measurement and performance management to ensure accountability and continuous improvement; and mobilizing reputation-building initiatives nationally and globally.
QUALIFICATIONS

The vice president will bring to the role a track record of outstanding leadership and of advancing an institution or organization’s brand. The vice president should also demonstrate a record of effective managerial leadership skills, clear communication, and a commitment to diversity, inclusivity, shared governance, and community engagement.

Candidates for the vice president position must bring professional maturity to the position and documentation of the following skills and characteristics:

- Bachelor’s degree from an accredited college or university in Business, Communications, Marketing or related field is required. Advanced degree in related area preferred.
- Excellent presentation and communication skills at all levels and experience in working with an executive leadership team and a board in external relations strategy and management.
- Advanced knowledge of marketing, communications, journalism, digital media, and preparation of management reports. Experience within higher education or similarly complex organization.
- High level of aesthetic experience in leading design and brand campaigns.
- Highly developed human relations skills leading to the ability to work well with individuals at all levels in the organization.
- Outstanding communication skills: written, oral, listening, and public speaking ability; including the ability to forge and reinforce effective relationships with internal/external constituencies.
- Strong planning and organizational skills.
- Strong task orientation and high level of energy.
- Affinity with the overall mission of Kennesaw State University.
- Ability to function effectively as part of the organization’s leadership team.
NOMINATION AND APPLICATION PROCESS

The search committee will begin accepting nominations and reviewing applications immediately. Requested application materials include a letter of interest, a resume, and a list of five professional references. All applications, nominations, and inquiries will remain confidential until finalists are identified for campus interviews. References will not be called until after the first screening of applications and then only after the applicant has given express permission. Although applications will be welcome until a new vice president is selected, for best consideration, candidates should submit materials by September 14, 2022 to the following address: KSUVPMC@storbecksearch.com.

For more information about Kennesaw State University, please visit https://www.kennesaw.edu.

Kennesaw State University is being assisted in this search by Storbeck Search. For additional information, please contact:

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