

CONNECTICUT COLLEGE



Vice President
for Marketing &
Communications



Leadership Profile

JANUARY 2022



| The Opportunity

CONNECTICUT COLLEGE is a highly selective liberal arts college with a mission of educating students “to put the **liberal arts into action** as citizens of a global society.” Since the College’s founding in 1911, students have been encouraged to combine rigorous academics with real-world experiences not just to make a living but to make a difference.

In the past five years, the College has taken that mission to a whole new level with the launch of **Connections**, a four-year, integrative curriculum that promotes complex thinking, problem-solving, and off-campus learning to prepare graduates for next-generation success. Connections is a **holistic approach to higher education** that allows students to turn their academic major into something much greater—by combining it with interdisciplinary study, a world language, global and local experience, guaranteed internships, and focused professional development.



The program is unique to Connecticut College, and has distinguished the school among its peers, with stronger and ever more diverse cohorts of applicants seeking admission in recent years. Over 90% of the last three entering classes cited Connections as the main reason they chose to enroll at Conn.

With a powerful strategic plan **built on the strength** of this educational vision and the recent launch of the most ambitious campaign in College history to support it, Connecticut College now seeks a dynamic, creative, and entrepreneurial marketing and communications professional with the capacity to leverage the College’s history of academic excellence; the skill to tell its story in nuanced and compelling ways; and the strategy to elevate its reputation as a higher education leader.

| The Role

REPORTING TO THE PRESIDENT, the vice president for marketing and communications is the chief brand and communications officer, serving as a member of the President's cabinet and working collaboratively with a talented staff and a range of colleagues—senior leaders, faculty and staff across the institution, prospective students and families, alumni partners, and other external influencers—to ensure that the message of the College's excellence is broadcast loudly and effectively to the largest number of constituents.

The position calls for a confident, talented, and tenacious leader who not only understands the competitive landscape of college admissions, athletics, fundraising, and finances, but who also has a zeal for telling stories of educational excellence to enhance student recruitment, boost fundraising, and increase national rankings. To make the storytelling as rich as possible, the vice president works with a strong and creative team of professional staff and the following senior leaders:

- the dean of the faculty, to gather and transmit stories of academic distinction
- the dean of the college and the dean of students to celebrate student excellence and achievement in every arena
- the dean of institutional equity and inclusion, to advance the College's vision of equity, justice, and full participation
- the dean of admission and financial aid, to convey the unique opportunities that await prospective students
- the vice president for advancement, to create and maintain assets for advancing campaign priorities
- the vice president for information services, to implement the best tools for conveying the College's excellence
- the vice president for finance and administration, to advance novel advertising and promotional opportunities
- and finally, the president, to create a platform for ensuring the College's leadership in the landscape of selective higher education in the United States.

The vice president also forms a special partnership with leaders in advancement, admission, athletics, and equity and inclusion, to ensure that the College's story is told in the most authentic and compelling ways to all audiences. The next vice president will have the chance to strengthen these collaborations in order to provide an even more compelling narrative of educational excellence and impact.



| Your Team

THE SIXTEEN CREATIVE STAFF MEMBERS who make up the marketing and communications team—specialists in writing, editing, graphic design, photography, video, web development, media relations, and social media—are collectively responsible for the College's brand development, messaging, digital recruitment, and digital marketing. As a measure of talent, their work has been recognized in the past five years with six Circle of Excellence awards from the Council for the Advancement and Support of Education.

Executive Director of Marketing and Communications [OPEN] Working with the vice President, the executive director is responsible for implementing an integrated communications strategy in support of the College's strategic priorities. The portfolio involves conducting market research, measuring the effectiveness of communication strategies, and identifying new marketing opportunities to raise the College's profile regionally, nationally, and internationally. The executive director also provides frontline crisis management support.

Director of Content and Editor, CC Magazine

The director of content oversees all content produced by the office as well as the award-winning CC Magazine. The director is responsible for producing the Annual Report, in collaboration with the President's Office and Advancement, and the weekly e-newsletter for alumni and parents, Just One Thing. The director also manages College photography, major website initiatives, videos, and freelance writers, as well as special projects assigned by the vice president. The director supervises the two senior writers.

Senior Writers (2) The two senior writers are responsible for writing, editing, and curating content for CC Magazine, the College's website and other print and digital communications in support of institutional priorities. The writers collaborate with other members of the communications team to repurpose content across all of the College's channels to amplify reach.

Director of Strategic Communications [OPEN] The director of strategic communications works collaboratively with the Vice President and campus leaders to develop communications to promote the College's strategic initiatives and its mission, with a focus on equity and inclusion. Working closely with the divisions of Institutional Equity and Inclusion, Advancement and Admission, the director helps convey to a range of audiences—prospective students and families, alumni and donors—the College's strategic work to advance a just and inclusive community.

Director of Admission Marketing The director of admission marketing articulates and implements a cohesive vision for messaging, branding, communications, and marketing to support the College's admission goals. The director creates and executes undergraduate marketing and communications recruitment strategies with the goal of nurturing and growing new student interest and enrollment.



Director of Advancement Communications

The director of advancement communications leads the development and execution of strategic marketing campaigns in support of the College's fundraising and engagement goals. The director works with all departments within the division to produce digital and print materials for programs, events, campaigns, and special initiatives. The director also oversees print and digital Campaign communications collateral.

Senior Web Developer The senior web developer enhances the functionality, interface, and user experience of the College's websites, mobile sites, applications, and social media properties in compliance with ADA standards. Other important responsibilities include managing web and social media analytics to inform institutional decision-making; overseeing internal email systems; and supporting faculty and staff who use the College's web content management system. The senior front developer manages the associate web developer.

Associate Web Developer The associate web developer provides frontline support for the College's website, building ADA compliant webpages, creating code, and supporting web platforms across campus. The associate web developer also troubleshoots website issues, provides coaching to campus content creators, and distributes campus emails.

National Media Relations Manager The national media relations manager executes on the College's comprehensive media strategy to

raise the institution's national and international profile. The manager identifies media opportunities and creates compelling pitches, serves as the point of contact for all media inquiries, and provides support and coaching for media interviews. The manager also provides frontline support for crisis communications, oversees the College's legislative affairs program, and supports major institutional events, including Commencement.

Senior Social Media Strategist The senior social media strategist serves as a community manager, digital content creator, and curator for the College's main social media channels. The senior strategist is responsible for building a vibrant social media culture, sharing campus-generated content with external audiences, and collaborating on social media initiatives focused on student recruitment and donor engagement. Social media monitoring and crisis planning and messaging are also key areas of responsibility. The senior social media strategist manages the athletics social media strategist.

Athletics Social Media Strategist The athletics social media strategist serves as community manager and content creator for the Camel Athletics social media channels, including the Camel Athletics Network. Working closely with the athletic director, coaches, and sports information director, the athletics social media strategist creates, posts, and curates digital content, including videos, for the College's 28 intercollegiate sports to engage current and former athletes.

➤ The sixteen creative staff members who make up the marketing and communications team are collectively responsible for the College's brand development, messaging, and digital recruitment and marketing strategies. Their talent has been recognized in the past five years with six Circle of Excellence awards from the Council for the Advancement and Support of Education.

Art Director/Senior Designer The art director/senior designer is responsible for overseeing the visual images and styles of designs for print and digital communications. This includes determining which graphics to include, establishing the overall look and feel, and approving design or artwork to ensure consistency with the College's visual identity standards. Layout for CC Magazine, including the online version, is also facilitated by the art director/senior designer. Additional responsibilities include designing a range of print publications that support the College's priorities; overseeing freelance designers and illustrators when needed; and managing relationships with print vendors. The art director/senior designer manages the web and print designer.

Web and Graphic Designer The web and graphic designer conceptualizes and designs digital and print communications for the College. The designer also manages all digital assets—photos, video, etc.—produced by the Office using a robust digital asset management system.

IN THE END, the work of marketing and communications is built on the core values that animate the College itself: intellectual and artistic excellence; personal integrity; equity, justice, and full participation—the vision of an environment where all people not only excel but thrive, and contribute to the flourishing of others. The next vice president will have the opportunity to build on the strengths of this creative and collaborative team, leveraging existing talent in print, digital and social media marketing, and develop an integrated strategy that enhances brand recognition, satisfaction, and success.

Multimedia Producer The multimedia producer is responsible for creating videos and multimedia content that tell the story of the College and its unique mission to prospective students and their families; alumni and donors; and the world of higher education more broadly. From documenting important annual rituals to creating timely promotional pieces to capturing important video addresses by the president and other senior leaders, the producer creates and develops audio and video that advances the College's message and its standing as a leading liberal arts college.

Senior Administrative Assistant to Communications [OPEN] The senior administrative assistant supports all of the directors and staff in the division, answering communications, coordinating staff schedules, recording minutes of staff meetings, and processing financial transactions. The assistant also assists the vice president with logistics for major institutional events, including Commencement, Convocation, Founders Day, and the President's Distinguished Lecture Series.



Desired Qualifications and Attributes

THE SUCCESSFUL CANDIDATE for this position will be an individual with proven experience in both print and digital marketing and brand communication, with many of the following experiences and capabilities:

- Capacious understanding of the higher education marketplace
- Passion for the College's unique history and mission
- Keen strategic and visionary sense
- Commitment to the College's core values: academic excellence, personal integrity; equity, justice, and full participation
- Ability to message a broad range of internal and external stakeholders
- Experience creating results-oriented marketing and communications plans
- Successful record of implementing technology-based strategies for increased audience engagement
- Proven strength in analytical forecasting, tracking, and reporting of marketing data in support of planning, decision-making, and measuring success
- Knowledge of and experience with a range of institutional ranking systems
- Capacity to communicate a collective vision, to empower and mentor staff, and to delegate authority
- Approachability, emotional intelligence, and the power to lead with empathy
- A gift for mentoring talent, fostering collaboration, and building strong teams
- Exceptional writing ability, interpersonal communication skills, and facility with evaluating a range of creative work, from text to graphic design to video
- Desire to tell compelling stories and to articulate the College's distinctiveness to diverse audiences
- Sound judgment, professionalism, discretion, and trust
- Creativity, humility, and a sense of humor



CANDIDATES SHOULD HAVE

at least 10 years of experience in marketing and communications and a record of achievement in positions of increasing scope. Impeccable writing skills are essential along with experience with strategic marketing and business planning. An earned bachelor's degree is required; an advanced degree is preferred.

President Katherine Bergeron

KATHERINE BERGERON became the 11th president of Connecticut College in January 2014. Over the past 7 years, her work has focused on building the College's reputation by building its academic, residential, community, and financial strength. Starting in 2014, Bergeron vigorously supported the faculty's development of Connections, a bold new venture in interdisciplinary education, designed to prepare students for leadership in an interconnected world. During this same period, Connecticut College received some of the largest single gifts in its history to enhance financial aid, career education, academic support, athletics, and the arts. Capital projects completed during her tenure include the renovation of the Charles E. Shain Library, and the creation of both the Walter Commons for Global Study and Engagement and the Hale Center for Career Development. The newest project, now underway, is the revitalization of the College's historic art deco theater, Palmer Auditorium, into the Nancy Athey '72 and Preston Athey Center for Performance and Research, slated to open in August 2021.



A Phi Beta Kappa graduate of Wesleyan University, Bergeron earned master's and doctoral degrees in music history from Cornell University, and wrote two prize-winning books on French music and culture. Before coming to Connecticut College, she was dean of the college and professor of music at Brown University. She currently serves as past-chair of the Board of the Council of Independent Colleges; on the Board of the American Academic Leadership Institute; on the Board of the Association of American Colleges and Universities; and on the Board of Directors of the Eastern Connecticut Symphony Orchestra. She hosts a podcast, **Think. Do. Lead.**, about creativity and innovation, and has co-taught, with her husband, media artist Butch Rovon, a course on songwriting that has yielded **two albums of original songs** by Connecticut College students. She and her husband also wrote and produced an updated version of the Connecticut College alma mater, "**Alma Mater by the Sea**," and performed it together with a talented staff colleague and a group of student musicians for the Class of 2020 virtual Commencement.







President Bergeron leads celebrations of Founders Day



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Connecticut College

FOUNDED IN 1911, Connecticut College is a highly selective four-year residential college with a history of excellence in the liberal arts and sciences. The College's unique mission of "educating students to put the liberal arts into action" has encouraged students, from the very beginning, to combine rigorous academics with real-world experience not just to make a living but to make a difference.

The College's bold new curriculum, Connections, realizes that mission for the 21st century. Connections is a holistic approach to the liberal arts that unleashes curiosity and promotes complex thinking and problem-solving to prepare students for next-generation success. Students maximize the impact of their academic major by combining it with interdisciplinary study, world languages, off-campus learning, guaranteed internships and other professional development in a personally meaningful pathway leading beyond college. 93% of the most recent incoming class said that the comprehensive, integrative vision of Connections was the reason they chose to enroll at Conn.

Students at Connecticut College have the opportunity to enhance their pathways with unique certificate programs in museum studies and in distinguished centers for interdisciplinary scholarship: the Holleran Center for Community Action and Public Policy; the Goodwin-Niering Center for the Environment; the Ammerman Center for Arts and Technology; the Toor Cummings Center for International Studies and the Liberal Arts; and the Center for the Critical Study of Race and Ethnicity. The College supports the most highly endowed Academic Resource Center in the country, enabling excellence for every student. The new Walter Commons for Global Study and Engagement allows all students to integrate meaningful international experiences into their pathways. And the newly renovated Hale Center for Career Development enhances the academic programs of every student with its own four-year curriculum, offering the opportunity to integrate College-funded internships and research experiences into pathways in preparation for life beyond college.

The College supports 176 full-time faculty in 60 academic departments and programs. Excellence in research is evident through the many grants and awards garnered annually by faculty for their scholarship through disciplinary societies and through local, national, and federal foundations, including the National Endowment for the Humanities, the National Science Foundation, the National Institutes of Health, the Social Science Research Council, the Ford Foundation, the Andrew W. Mellon Foundation, the Sloane Foundation and many others. The intimate 9:1 student-to-faculty ratio means students benefit directly from this research, working closely with faculty on research programs and frequently serving as co-authors in faculty publications.

The community as a whole is bound by a fiercely held value of shared governance, by high academic standards, by a student-run honor code, and by a commitment to sustainability, environmental stewardship, and full participation. The campus is known for its eclectic and creative mix of artists, scientists, researchers, athletes and activists. The College's scholar-athletes compete in NCAA Division III sports through the elite New England Small College Athletic Conference. In 2021, Connecticut College was crowned NCAA national champions in men's soccer.

in the last five years include the renovation of the Charles E. Shain Library; the creation of both the Walter Commons for Global Study and Engagement and the Hale Center for Career Development; and the revitalization of the College's historic art deco theater, Palmer Auditorium, into the Nancy Athey '72 and Preston Athey Center for Performance and Research. Major renewals of the campus center, the athletics complex and the College waterfront, and the creation a center for justice, are also planned. A capital campaign has raised nearly \$220 million in just over four years, including the largest gift in College history, to support the plan's goals.

Excellent outcomes have been a hallmark of the College from its origins. Princeton Review has repeatedly ranked College's career program among the top twenty in North America. Nearly 100 per cent of students are well situated in life less than a year after graduating, with over half going on to complete advanced degrees. In the last four years alone, seven Connecticut College alumni have been named to Forbes "30 under 30" list, recognizing the world's brightest young entrepreneurs, leaders, and stars. The College is consistently ranked a top producer of Fulbrights and in 2021 it graduated the first Marshall Scholar in our history.

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The student body is drawn from 45 states and over 70 countries and supported by generous financial aid, with 29% domestic and international students of color in 2020, an increase of about 30% since 2015. The College's faculty includes 26% U.S. and international faculty of color. Of the 34 tenure-track professors hired between 2016 and 2020, almost 50% were faculty of color.

Connecticut College's strategic plan, Building on Strength, seeks to advance the academic program, enrich residential learning, and elevate the experience of all by making the community more equitable and the College more sustainable. Capital projects completed

This success is inspired by an exceptional faculty, who win an outsized share of competitive external grants and fellowships every year, from NEH, NIH, Andrew W. Mellon Foundation, Fulbright, Social Science Research Council, Ford Foundation, and more. Excellent teaching is also point of pride. The Joy Schechtman Mankoff Center for Teaching and Learning has been held up by the New York Times as a national model for teaching excellence, and, in the last two decades, at least four Connecticut College faculty have been honored with "Professor of the Year" awards from the Council for the Advancement in Higher Education. For more information about the College, visit www.conncoll.edu.

New London, Connecticut

LOCATED ON THE NORTHEAST CORRIDOR

equidistant between Boston and New York, New London is a historic port city with a rich Native American and maritime tradition owing to its location on the Thames River and Long Island Sound. Before the arrival of European settlers, it was known as Nameaug, the home the Mashantucket Pequot, the Eastern Pequot, Mohegan, and other indigenous tribal nations. In the 19th century, the city was a major trade and whaling center and the boyhood home of the great American playwright Eugene O'Neill. In the 20th century, it became the home of Connecticut College, the U.S. Coast Guard Academy, and Mitchell College.



TODAY THE CITY OF 27,000 residents has a progressive culture and a lively arts community. The Providence Journal once described it as a “seaside haven with a funky, hipster vibe.” It neighbors many beautiful towns along the Connecticut shoreline—from Niantic to Groton to Mystic to Stonington—offering access to beaches, farms, and other outdoor activities. Since the founding of Connecticut College, the city of New London and the College have enjoyed a mutually beneficial partnership that continues to this day.



Application Process

INQUIRIES, NOMINATIONS AND APPLICATIONS are invited from all qualified parties. Review of candidates will begin immediately and continue until the position is filled. Applicants should provide a CV and a statement of interest, reflecting how their qualifications and experience match those described in this leadership profile. Send materials to the search committee's consultants: Melissa Fincher, Ashlee Winters Musser and Charlene L. Aguilar at CTVPMC@wittkieber.com. For full consideration, materials should be received no later than March 1, 2022.

As a highly selective residential liberal arts college, Connecticut College is committed to creating a vibrant community enriched by diverse perspectives, talents, and experiences. We encourage applications from candidates who share this commitment and will contribute to the diversity of our college community, especially members of historically under-represented groups. AA/EOE.





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