

C O L L E G E O F
SAINT MARY

College of Saint Mary strives to create a safe, inclusive educational environment where every person's worth and dignity is valued and nurtured. Applicants representing diverse backgrounds and experiences are highly encouraged to apply.

Vice President, Marketing and University Communications

Are you a strategic, forward-thinking, results-driven professional with a strong marketing and communications background? If so, you might be perfect for this position. This position is responsible for the development, integration, and execution of the university's branding, marketing, digital inquiry generation, and public relations efforts.

As a member of the President's Cabinet, the Vice President will play a pivotal role in shaping the university's strategic direction with particular focus on enrollment and donor relations initiatives. This position oversees a team focused on strategic communications, responsible for safeguarding the university's reputation, voice, and executing proactive public relations initiatives. They serve as counsel to key university figures, including the president, provost, cabinet, and deans around external communication and messaging.

Our Ideal Candidate's Education and Experience Include:

- MBA or a Master's degree in Marketing, Communications, or a relevant discipline
- 10+ years in progressively senior roles within marketing, communications, or a related field.
- Proven history of developing and executing successful marketing and communication strategies.

This Position's Responsibilities Include:

- Executes marketing campaigns and oversees all advertising and digital lead generation initiatives
- Understands industry trends, monitors the competitive landscape, and identifies opportunities for growth
- Develops marketing strategies and integrated marketing campaigns that synchronize efforts across various channels and touchpoints
- Supports Alumni Relations in designing initiatives that engage alumni, build brand loyalty, and increase participation in fundraising efforts
- Leads the development and execution of all marketing and communication strategies
- Establishes, maintains, and evolves the University's brand/style guide
- Collaborates closely with various departments to share news, promote events, and communicate other essential information with the external public

Why You Want to Be on This Team:

- You would be a part of a Mission-centered team, who work together to serve our community.
- You would enjoy full-time benefits including health insurance, paid time off, tuition remission programs, 403(b) with employer match, employee wellness time, and more!
- Free access to the campus recreation facilities, including a full gym, pool, and walking trail.
- CSM is committed to supporting the work-life balance of its faculty and staff.

Application

Please have a resume, cover letter, and contact information for three professional references, including one supervisor, ready to upload during the application process.

Please apply using the following link: [Vice President, Marketing and University Communications](#)

College of Saint Mary is a Catholic university providing access to education for women in an environment that calls forth potential and fosters leadership. The University is an equal employment opportunity employer and does not discriminate against employees or job applicants on the basis of race, religion, color, sex, sexual orientation, gender identity, pregnancy, age, national origin, disability, veteran status, marital status or any other status or condition protected by applicable laws, except where a bona fide occupational qualification applies.