

# Vice President for Marketing and Strategic Communications

## SEARCH PROSPECTUS



### Marketing and Strategic Communications

The vice president for marketing and strategic communications manages an award-winning team of 20 professionals dedicated to managing and promoting the ACU brand worldwide to support the mission and vision of Abilene Christian University. The functional areas of this team include:

- Creative Services
- Media Relations
- Internal and External Communications
- Web and Digital Content
- Social Media
- Digital Analytics and Outcomes
- Advancement Communications
- Enrollment Marketing
- Videography/Photography
- Publications

The Division of Marketing and Strategic Communications communicates key messages to internal and external stakeholders to advance the university's mission through innovative approaches and creative solutions. They bring to life the achievements of students, faculty, staff and alumni by aligning communications with the university's strategic priorities to enhance ACU's national reputation. In addition to being thought leaders, they provide guidelines and best practices, brand identity standards, media and public relations, marketing support, design services, web templates, digital analytics, photography and broadcast production. In today's competitive environment, ACU must tell its story clearly, consistently and effectively.

The vice president will serve as a transparent and communicative partner across campus, collaborating and sharing information with faculty, staff and administrative peers.

### MISSION

The mission of ACU is to educate students for Christian service and leadership throughout the world.

### PROMISE

ACU is a vibrant, innovative, Christ-centered community that engages students in authentic spiritual and intellectual growth, equipping them to make a real difference in the world.



*Educating Students for Christian Service and Leadership Throughout the World*

## Qualifications and Skills

ACU seeks as its new vice president for marketing and strategic communications an exceptional leader of deep personal Christian faith who has a commitment to increasing ACU's brand awareness and national stature with the following qualifications, values and skills:

- This position requires the employee to be a professing Christian and to be willing to support the Christian mission of ACU. ACU is affiliated with the fellowship of the Church of Christ. Candidates must have a deep understanding and appreciation for the heritage of Churches of Christ.
- Bachelor's degree required; master's degree in communications, marketing or a similar field is preferred.

The following demonstrated abilities are required:

- Team player with extraordinary people and relationship-building skills.
- Superior oral and written communication skills.
- Record of success in progressively responsible positions with demonstrated strong strategic orientation and measurable positive impact in deployment of marketing and communication strategies, with an emphasis on digital marketing.
- Demonstrated ability to be flexible and adaptable and to work independently and as a team member.
- Record of success in developing effective communications strategies for a variety of audiences.
- Proven leadership experience and the ability to inspire trust and instill confidence in an institution.
- Strong management skills with the ability to promote collaboration and teamwork while inspiring success from an evolving marketing/communications team.
- A global perspective, strong intercultural competence, and a proven ability to work effectively and collaboratively with individuals from diverse backgrounds.
- Exceptional planning, budgeting and organizational skills.
- Energetic presence and willingness to be actively engaged in a community of faculty, students, staff and alumni.

The following qualifications are preferred:

- At least 10 years of management experience in leading brand development and data-informed marketing and communications strategies, preferably in the field of higher education.
- Direct experience for at least 10 years in three or more of these areas: communications, brand marketing, public relations, digital advertising, media relations, news and information, video production and publications.

## ENDURING CORE VALUES

### ACADEMIC INNOVATION

Rigorous critical thinking and academic exploration shape our calling to teach, research and mentor.

### SPIRITUAL DEPTH

Missional living and spiritual formation are centered in our campus culture.

### RELATIONAL FOCUS

Fortified and nurtured relationships become deep bonds between students, faculty, staff and alumni.

### INTENTIONAL DIVERSITY

Members of our community from all ethnic, racial and gender backgrounds are created and beloved in God's image.

### SUSTAINABLE EXCELLENCE

Evidence-based decisions undergird our commitment to economic, high-quality programs.



- In-depth knowledge and proven experience leading all aspects of digital marketing, including website development and optimization; performance and content marketing; data leveraging; and search engine optimization.
- Institutional brand development and marketing experience.
- Knowledge of key marketing/communications issues affecting universities nationally and internationally.
- Experience working in private higher education institutions.
- Working knowledge and demonstrated ability of all aspects of media and media objectives.

The vice president for marketing and strategic communications will report to the president and serve as a member of the Senior Leadership Team.

The president has begun reviewing applications and will continue to accept applications and nominations until the position is filled. Required application materials include a substantive letter of interest, curriculum vitae and the contact information of at least three professional references. Nominations should include the name, position, address, email and telephone number of the nominee. All applications and nominations will be handled in confidence.

Applications should be submitted at [acucareers.acu.edu](http://acucareers.acu.edu).

## SENIOR LEADERSHIP TEAM

Dr. Phil Schubert, President  
 Dr. Robert Rhodes, Provost  
 Kevin Campbell, Senior Vice President of Operations  
 Suzanne Allmon, Senior Advisor to the President  
 Jon Bruner, Chief Information Officer  
 Dr. Stephen Johnson, Vice President and Chief Administrative Officer, ACU Dallas  
 Wendy Jones, Chief Human Resources Officer and Title IX Coordinator  
 Dr. Rusty Kruzelock, Vice President for Research  
 Zack Lassiter, Vice President for Athletics  
 Dr. Tamara Long, Vice President for Enrollment and Student Life  
 Dan Macaluso, Vice President for Advancement  
 Ryan Richardson, Associate Vice President for Student Life  
 Blair Schroeder, Chief Planning Officer  
 Slade Sullivan, J.D., Vice President and General Counsel  
 Anthony Williams, Chief Diversity Officer  
 Vice President for Marketing and Strategic Communications  
 Chair, Chair-elect and Past Chair of the Faculty Senate  
 Chair of the Staff Senate

## ACADEMIC DEANS

Dr. Brad Crisp, Dean of the College of Business Administration  
 Dr. Ken Cukrowski, Dean of the College of Biblical Studies  
 Dr. Nannette Glenn, Dean of the College of Graduate and Professional Studies  
 Dr. Jason Morris, Dean of the Honors College  
 Dr. Jennifer Shewmaker, Dean of the College of Education and Human Services  
 Dr. Greg Straughn, Dean of the College of Arts and Sciences  
 Dr. Marcia Straughn, RN, Dean of the School of Nursing  
 Dr. James Wisner, Dean of Library Services and Educational Technology

## PROFILE

**Location:** Abilene, Texas

**Year Founded:** 1906

**Student Enrollment:** 5,334 total; 3,560 undergraduates; 1,774 graduates generally from 51 states and territories, and 42 nations.

**Faculty:** 266 full-time faculty members with 96 percent of tenured or tenure-track faculty holding terminal degrees. ACU has a student-to-faculty ratio of 14:1.

**Operating Budget:** \$140 million

**Endowment:** \$675 million

**Instruction and Research Budget:** \$47 million

**Academic Colleges and Schools:** College of Arts and Sciences, College of Biblical Studies and Graduate School of Theology, College of Business Administration and School of Information Technology and Computing, College of Education and Human Services and School of Social Work, Graduate School of Professional Studies, Honors College, and School of Nursing

**Mascot:** Wildcats



## About Abilene

Abilene, Texas, is a vibrant city of approximately 117,000 people located 150 miles west of the Dallas/Fort Worth metroplex. Residents enjoy cultural events, a thriving arts scene, unique museums, sporting events, parks, children's activities, hunting, fishing and much more. These, combined with a low cost of living, warm climate and a short commute time, make for a hard-to-beat quality of life.

Abilene home prices are nearly 35% below the U.S. average. In addition to two highly regarded public school systems, Abilene has six institutions of higher learning and nearly 15,000 students pursuing higher education. The city's cost of living is 93% of the U.S. average, according to the Council for Community and Economic Research.

Abilene is known for its vibrant downtown featuring small businesses, the Abilene Convention Center, the 12th Armored Division World War II Museum, The Grace Museum, Center for Contemporary Arts, National Center for Children's Illustrated Literature, the beautifully restored Paramount Theatre and a storybook sculpture garden. As the Storybook Capital of America, Abilene's downtown is populated with storybook sculptures of characters from children's books, and the city hosts the Children's Art and Literacy Festival every June.

The average commute time of 17 minutes is significantly less than the U.S. average of 25 minutes. Over a full year, that gives Abilenians nearly 70 hours of additional time to spend in their business, their family or pursuing their hobbies. With prime land and scenic lakes, the Big Country boasts a solid reputation for hunting and fishing. Sports enthusiasts can enjoy playing one of several championship golf courses or finish a set at one of the tennis centers. The state-of-the-art \$11 million Dodge Jones Youth Sports Center opened its doors in 2020 and offers a 55,500-square-foot multipurpose space.



ABILENE CHRISTIAN  
UNIVERSITY

### OUR PROMISE

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