

MOUNT HOLYOKE

Associate Vice President for Marketing and Communications

Mount Holyoke College
South Hadley, MA - Hybrid

Executive Summary

Mount Holyoke, a private liberal arts women's college that is gender diverse and the oldest member of the historic Seven Sisters colleges, seeks an innovative and proactive Associate Vice President for Marketing and Communications. In this newly created role, it will be critical to envision, develop and implement a comprehensive set of integrated marketing and communications strategies. These strategies, designed to advance the priorities of the College, will convey a clearly defined sense of Mount Holyoke's values, shared achievements, aspirations, and identity as a place of providing intellectually adventurous education in the liberal arts and sciences.

Strategic and creative, the new AVP for Marketing and Communications will collaborate with Mount Holyoke's highly engaged community to craft and implement a strategy that will amplify its distinctive mission and honor its rich traditions, creating a cohesiveness within the communications team and across stakeholders to strengthen the brand and messaging across all communications platforms (print, video, web and social media, media relations, community outreach, e.g.).

The successful candidate will possess a demonstrated capacity for creative leadership, an ability to oversee a large portfolio of responsibilities in communications and public affairs, and a keen appreciation and affinity for Mount Holyoke's mission, liberal arts education, campus community and surrounding communities. They are expected to have at least eight years of experience with a proven track record in strategic and complex multi-channel marketing and communications, highly developed management skills, exceptional written and verbal communications skills and a clear appreciation for technology-based outreach strategies. Previous experience working in a transformational environment as a diplomatic disruptor is helpful. Candidates must be adept at establishing and achieving ambitious goals and demonstrate a collaborative attitude and deep desire to connect with all constituencies of a college campus.

About Mount Holyoke College

Located in South Hadley, Massachusetts, Mount Holyoke College is a selective, nondenominational, residential liberal arts college that welcomes applications from female, trans, and non-binary students. Mount Holyoke's exploratory education opens new pathways for discovery and knowledge, while the collaborative community supports students as they develop skills to solve challenges everywhere. Students are encouraged to see the world through a different lens — exploring beyond traditional boundaries and connecting to global perspectives and points-of-view. Working closely with our exceptional faculty and staff, students are challenged to think creatively, act collaboratively and lead purposefully. That's why Mount Holyoke alums can be found on the leading edge of change — from the arts and humanities to STEM innovation to social justice and beyond. As a community of achievement, we celebrate what makes each of us extraordinary while cultivating a deep sense of connectivity.

Our vibrant campus is home to over 2,000 students, almost a quarter of whom are from around the world. Expanding beyond gender diversity, 25% of students identify as domestic students of color — African American, Asian American, Latinx, Native American or Alaska Native, Native Hawaiian or Pacific Islander, or multiracial.

With strong traditions and spaces designed for collaboration, Mount Holyoke's community comes together to move us all forward. The College offers three distinct Academic Centers meant to empower students to become agents of change—globally competent, environmentally responsible, ready to lead. [The McCulloch Center for Global Initiatives](#) is the hub and catalyst for comprehensive internationalization at Mount Holyoke, offering varied and meaningful opportunities for students to advance their global competencies and for faculty to incorporate more global perspectives into their teaching. The exceptional international diversity of the community offers a powerful context for building global competence. [The Miller Worley Center for the Environment](#) is dedicated to actively engaging Mount Holyoke students in the scientific, social/human, and global dimensions of environmental study, enabling students to make connections—across disciplines, across points of view, across constructs—that help them understand the concept of "environment" more broadly in their work, community, and lives. [The Weissman Center for Leadership](#) promotes the exploration and expansion of leadership—in all its many shapes and forms, helping students, faculty and staff learn the skills to think strategically and yield influence—such as by identifying your audience, honing your message, advocating and organizing for change, and taking leadership in your daily life.

There is a treasure trove of [traditions](#) that are time-honored at Mount Holyoke that are emblematic of the ways in which students, alums, faculty and leadership show up every day, treating each other with respect and affecting positive social change. These experiences and ways of being serve as unifying threads binding past and present students, faculty, and staff.

Mount Holyoke's Strategic Plan

The College's [current strategic plan](#) was developed in 2016 and is scheduled to be accomplished by 2023. To date, many of the objectives have been completed, and of particular note for employees have been critical achievements as the result of establishing the [Diversity, Equity and Inclusion Division](#), investing in employee development and training and navigating a complex employee relations and staffing environment as the result of the pandemic. As part of the College's current strategic plan, the community committed to ensuring balanced annual operating budgets for the College each fiscal year. The College accomplished that goal in 2017 and has maintained it ever since, even during the pandemic. The Board of Trustees recently approved a \$146M operating budget for FY22 — this budget reflects a return to more typical, pre-pandemic in-person teaching, learning and operations. The College enjoys a healthy financial position but one that requires careful stewardship and planning to maintain. The College has a robust endowment, currently estimated at just over \$1B. This is a significant increase over the previous year and has been fueled by extraordinary investment returns and the largest single-year gift activity in support of endowed scholarships in the College's history.

The Associate Vice President for Marketing and Communications

Reporting to the Vice President for College Relations (VPCR) and serving as a member of the College's senior leadership team, the AVP will develop strategies and coordinate communication in a targeted, cohesive and open manner with Mount Holyoke's myriad of constituencies including prospective students and families, faculty, students, alums, trustees, and other volunteer leadership, friends and supporters of the College, community organizations, peer institutions, government officials and news media. The AVP will support internal College stakeholders in achieving their goals and communications objectives while promoting the priorities and messages of the College as a whole.

The AVP will work with campus partners and the marketing and communications team to develop and manage internal and external communications including: multi-platform content development and creative services (print publications, web and social media presence, electronic communications); media relations and crisis communications; community and government relations; and presidential and campus communications. Additionally, they will champion the use of data to inform the College's communications — to better measure

inputs, outputs, and outcomes across functions including brand reputation, messaging campaigns, traditional media & social media reporting, issues management, partner engagement, and internal benchmarks.

Role & Responsibilities

Develop, implement, and measure an integrated communications plan to project a clear understanding of Mount Holyoke’s institutional identity and support the College’s institutional priorities with particular emphasis around reputation management, student recruitment and fundraising.

Working closely with the VPCR, president and other key stakeholders, the AVP is responsible for developing and executing comprehensive, college-wide integrated marketing and communications plans and managing brand identity both internally and externally.

Engage campus constituencies in a dialogue that will solidify a cohesive and authentic voice for the school, and a core set of messages that may be tailored for specific audiences (prospective students and families, alums, leadership volunteers and donors, the larger Mount Holyoke community and national media) across all communications platforms (print, web /online and social media, media relations, community outreach and events).

Continue to promote and uplift the work of the office of Diversity, Equity, and Inclusion, working collaboratively to reinforce the message that Mount Holyoke strives to build and maintain a campus environment that is inclusive, pluralistic, and free of discrimination.

Provide/update framework and guidance for core messages that may be tailored for specific constituent audiences across all communications platforms.

Provide leadership and focus for marketing and communications efforts and ensure consistency of messaging with the overall communications plan.

Streamline Mount Holyoke’s broad array of communications activities and resources into efforts that have clearly defined outcomes and measurable goals. Regularly assess the effectiveness of Mount Holyoke’s communications efforts and tools and advise on appropriate budget adjustments/investments.

Establish goals in a collaborative and consultative manner to ensure the marketing/communications team and key campus partners share a sense of responsibility and ownership for successful outcomes of Mount Holyoke’s marketing and communications efforts.

Champion an approach to communications in which all forms of messaging are aligned and ladder up to tell the unique story of Mount Holyoke.

Work closely with faculty and administrative leadership to recognize internal and external marketing and communications opportunities and solutions; then define and execute appropriate strategies to support them. Write and edit content for various communications initiatives and manage supporting teams engaged in related work. Think creatively about storytelling and content delivery.

Provide expert communications counsel and encouragement, utilizing a data infused approach, to the President and senior academic and administrative leaders, supporting them in their roles as spokespeople for their areas of expertise and supporting them in identifying and uplifting communications solutions. This will include community outreach/engagement, crisis communications and media relations.

Build and cultivate relationships with internal partners and external consultants to facilitate effective communications efforts.

Identify challenges and emerging issues faced by Mount Holyoke that impact the faculty, student life, and parent/donor/alumni engagement.

Provide leadership for a high-capacity communications team. Set goals and expectations of projects, manage workflow, and ensure successful outcomes.

Responsible for developing and managing key performance indicators and measuring the team's effectiveness in contributing to goals and objectives of key campus partners.

Explore opportunities for modifying Mount Holyoke's existing communication's organizational structure and budget to ensure coordination, productivity, and responsiveness, to enhance internal communication, and to promote staff collaboration while being mindful of the resource pressures and limitations.

Develop metrics to measure the performance of existing communications efforts and the return on investment of new communications approaches.

Spearhead the development and maintenance of systems and tools for project management, workflow, and documentation of assigned operations.

Oversee the preparation of reports and correspondence for senior leadership and the Board as required.

Success Profile

Uplifts unifying aspects of what it means to be part of the Mount Holyoke community and its exciting vision for the future – tailoring those messages as necessary to reach and engage different audiences.

Fosters a culture of curiosity and continual improvement, identifying opportunities and developing tools where appropriate to track projects and enhance efficiency.

Exhibits success and experience with developing and executing strategic communications programs that serve many different stakeholder groups.

Maintains fluency with best practices, innovative developments, and trends in the communications field, including emerging technologies and news across the higher education sector.

Builds and maintains a professional rapport with a broad audience – students, faculty, alumni, donors, parents, and all other staff.

Qualifications

In addition to the abilities to achieve the above core responsibilities, ideal candidates will possess the following qualifications and attributes:

- A minimum of eight years of progressive experience in marketing and communications, with a proven track record in strategic and complex multi-channel communications environments. Previous experience with admission/enrollment marketing is a plus, but not required.
- BA/BS degree required from an accredited institution preferably with a focus on marketing, communication, new media, or related field.

- Previous experience working in a transformational environment where a relevant, proactive, and dynamic approach to marketing and communications was essential to success is highly desired. An appreciation of the egalitarian nature of reputation management in the digital age where news can trend nationally from local sources and all stakeholders have the capacity to self-publish is ideal.
- Demonstrated ability to think strategically about an overall program. Ability to engage a group or groups of people in identifying and agreeing to an overall vision for the institution. Measurable results in past planning processes, either as part of the leadership or executive team.
- Exceptional ability to analyze and synthesize information, with a proven capacity to manage projects effectively; strong organizational skills; ability to multi-task, prioritize and thrive in a fast-paced environment and manage multiple competing demands and constituencies simultaneously.
- Demonstrated experience planning and managing budgets and other departmental resources and ability to manage multiple client relationships and assignments across the entire institution.
- Advanced knowledge, skill, and technical proficiency using/deploying word processing, database, page layout, and website content management software, including Adobe, Google, and Microsoft Office products. Must understand emerging media channels and their relevance to target audiences.
- Demonstrated experience in hiring, managing, and developing a diverse group of marketing and communications professionals.
- A collaborative attitude and a deep desire to connect with all constituencies of a college campus is a must, as is a commitment to campus mission and goals.
- Deep curiosity around continual improvement and a commitment to helping others improve also.
- Exceptional written and oral communication skills.
- Demonstrated self-initiative and the motivation to achieve challenging goals.
- A healthy sense of humor, an appreciation for nuance and good balance of confidence and humility.

The College is committed to the elimination of all forms of discrimination whether based race, color, religion, national or ethnic origin, sex, sexual orientation, age, handicap or disability, veteran/uniformed services status, or gender identity. We have also committed ourselves to the active recruitment of candidates from diverse backgrounds.

Mount Holyoke College believes in the right, indeed the necessity, of free inquiry and free expression for every member of the College community. The College aims to provide an environment hospitable to open interchanges of knowledge and opinion in the terms of reasoned discourse. The citizen's rights to free speech, free movement, free association, peaceful assembly, and orderly protest extends to every member of the College. So do the citizen's responsibility to uphold the law and the civilized person's obligation to respect the rights and feelings of others.

Mount Holyoke College is an Equal Opportunity Employer.

How To Apply

Mount Holyoke has retained Talent Citizen to assist in this recruitment. President Tracy Welsh and Senior Associate Eva Kotilinek are leading this search.

Please submit your resume and a cover letter outlining your interest, the reasons why you are best suited for the position and would be a great addition to the Mount Holyoke community, and where you learned of the position. Nominations and application materials should be sent directly to: MHC-AVPC@talentcitizen.com