

SEARCH PROFILE:

ASSOCIATE VICE CHANCELLOR, STRATEGIC
COMMUNICATIONS AND BRAND MARKETING



CSU

The California State University

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A group of five young adults, three women and two men, are walking and smiling in front of a modern building. The building features large, stylized letters 'C' and 'P' on its facade. The group consists of a woman on the left wearing a blue striped shirt and black shorts, a man in a grey 'CAL POLY POMONA' t-shirt and jeans, a man in a green 'CAL POLY POMONA' t-shirt and black pants, a woman in a black top and light blue ripped jeans, and a woman on the right in a yellow 'CAL POLY POMONA' t-shirt and denim shorts. The woman on the far left is standing on a skateboard. The background shows a clear blue sky with some clouds.

The California State University is pleased to announce the search for Associate Vice Chancellor, Strategic Communications and Brand Marketing. The Associate Vice Chancellor champions the California State University's character, brand, reputation, and community through innovative, dynamic, and comprehensive marketing and communications strategies. This exceptional leader will lead a team and develop proactive programs that will impact the system and be an advocate for the 23 universities. The Associate Vice Chancellor oversees a department of 30 plus communications and marketing professionals. This position reports to the Vice Chancellor, External Relations and Communications.



THE CALIFORNIA STATE UNIVERSITY SYSTEM

The California State University (CSU) is the nation's largest and most diverse four-year public university, providing opportunities for upward mobility to students across the state and empowering them to become leaders in the changing workforce. The CSU has a rich history, starting in 1960 by the Donahue Higher Education Act when the individual California State Colleges were brought together. In 1972, the system became The California State University and Colleges and 10 years later, the system became The California State University. Today, the CSU system comprises 23 universities and is proud to educate more than 450,000 students each year.

- One in every 20 Americans with a college degree earned it at the CSU.
- One in 10 employees in California is a CSU graduate.
- More than 4 million alumni and counting.
- Alumni network is larger than the population of 23 U.S. states.

For more information about the CSU System, please visit the CSU [website](#) and CSU [Fact Book](#).

MISSION

The mission of the California State University is to provide high quality, affordable education that prepares individuals to contribute to California's schools, economy, culture, and future. In order to accomplish this the California State University is committed to creating an environment where barriers are taken down and quality education and opportunities are emphasized.

- To advance and extend knowledge, learning, and culture, especially throughout California.
- To provide opportunities for individuals to develop intellectually, personally, and professionally.
- To prepare significant numbers of educated, responsible people to contribute to California's schools, economy, culture, and future.
- To encourage and provide access to an excellent education to all who are prepared for and wish to participate in collegiate study.
- To offer undergraduate and graduate instruction leading to bachelor's and higher degrees in the liberal arts and sciences, the applied fields, and the professions, including the doctoral degree when authorized.
- To prepare students for international, multi-cultural society.
- To provide public services that enrich the university and its communities.



THE OPPORTUNITY

The Associate Vice Chancellor, Strategic Communications and Brand Marketing, is the chief strategist and creative executive leading efforts to advance positive public perceptions of the CSU. This purpose-driven leader will collaborate fairly and earnestly to effectively complement the unique 23-university brands with unifying strategies that elevate the system as a whole.

Reporting to the Vice Chancellor, External Relations and Communications, the Associate Vice Chancellor serves as an advisor on the Chancellor's executive leadership team. Collectively, the leadership team advances the mission of CSU and establishes priorities for improving student success, achieving academic excellence, and escalating economic and social mobility. California State University provides graduates with career-ready skills to thrive individually and contribute to the success of their communities and the State of California.

Leading a team of professionals at the Chancellor's Office, the Associate Vice Chancellor will foster a working environment dedicated to customer service, collaboration, and support. The Associate Vice Chancellor will be responsible for elevating the quality and effectiveness of internal and external communications, marketing, and public relations in support of the University's brand and mission.

DUTIES AND RESPONSIBILITIES

- Advise the Vice Chancellor and executive leadership team to help modernize the CSU vision, mission, goals, objectives, and brand messaging. Regularly report key performance indicators and present findings for strategic planning purposes.
- Develop and implement a proactive, innovative, comprehensive, technology enhanced, and data-driven strategy for marketing and communications that ensures cohesive messaging and brand identity across media platforms and audiences in support of institutional goals.
- Amplify the unique identity and culture of each of the 23 universities, while showcasing their common interests, strengths, and contributions.
- Define and communicate CSU's common brand propositions across its 23 universities to elevate the system's brand positioning.
- Serve as a catalyst for new programmatic ideas and the development of long-term strategies that advance CSU's mission and influence critical decision makers at the highest levels.
- Develop and oversee the execution of integrated marketing campaigns, ensuring alignment with CSU brand strategies, goals, and objectives.
- Champion the use of data-driven insights to guide creative decisions and optimize campaign performance.
- Monitor and evaluate campaign results, using analytical insights to inform future strategies and improvements.
- Ensure an effective strategic communications plan to ensure consistent and impactful messaging both externally and internally.
- Oversee external communications efforts, including media relations, public relations campaigns, crisis communications, and stakeholder engagement.
- Foster effective inter-communication efforts between CSU's 23 universities to promote collaboration and knowledge-sharing.

THE OPPORTUNITY (CONT.)

- Provide strategic direction to drive CSU's digital presence, including websites, apps, and social media platforms.
- Ensure marketing campaigns effectively engage target audiences and drive brand awareness, traffic, and conversion.
- Stay informed about emerging digital trends and technologies in addition to consistently incorporating innovative strategies to enhance brand visibility and engagement.
- Establish a robust research and analytics framework to evaluate brand performance, stakeholder and constituent insights, and market trends.
- Utilize data-driven analyses to inform strategic decision-making and identify opportunities for CSU brand growth and optimization.
- Collaborate with research teams to conduct market intelligence, competitor analysis, and constituent segmentation studies.

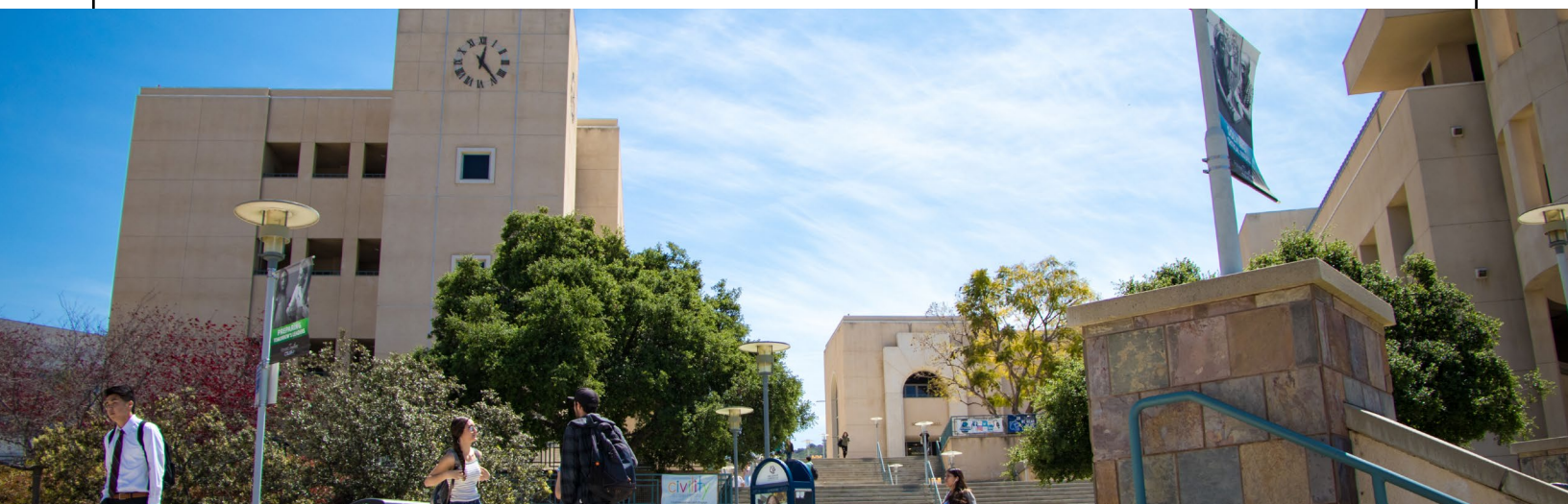
REQUIRED QUALIFICATIONS

- A bachelor's degree in marketing, communications, public relations, or a closely related discipline is required. A master's degree or terminal degree in a related area is preferred.
- A minimum of 10 years of progressively responsible experience in public affairs, journalism, communications, or marketing positions, with at least three years of management experience is required.
- Supervisory experience.

PREFERRED QUALIFICATIONS

- High emotional intelligence with the ability to handle interpersonal relationships judiciously and empathetically; demonstrated experience advancing and supporting diversity, equity, and inclusion.

- An innovative and inspiring leader with a highly accessible and approachable management style that values collegiality and collaboration in the development of new ideas.
- Exceptional presentation skills with the ability to influence stakeholders at all levels.
- Excellent written and oral communication skills, including the ability to address with sensitivity different audiences within and outside of the CSU.
- Proven expertise in brand marketing or strategic communications; preferably within a multi-brand organization.
- High-level, comprehensive strategic planning skills; developing, articulating, and implementing a strategic vision within a complex institutional environment.
- A forward-thinking, collaborative, and strategic minded executive poised to streamline processes, reduce redundancy, and increase cross-unit collaboration with a focus on continuous improvement.
- A record of success in building highly effective teams and developing and retaining exceptional staff.
- Demonstrated evidence of effective leadership, interpersonal, writing, presentation, communication, and organization skills.
- Ability to multitask and work easily with ambiguity and shifting priorities.
- Sophisticated leadership abilities to establish department goals and motivate and influence others to achieve.
- Advanced knowledge of organizational processes, protocols, and procedures.
- Excellent consulting, relationship building, and strategic thinking skills.
- Ability to maintain strict confidentiality and to advise campus leadership on highly sensitive issues.
- Ability to work harmoniously and effectively with a wide variety of individuals and constituent groups.





APPLICATION PROCESS

The University is being assisted by Academic Search. Applications should consist of a substantive cover letter and resume. Those chosen to move forward in the process will be asked to provide a list of five professional references with full contact information. No references will be contacted without the explicit permission of the candidate. Nominations and expressions of interest can be sent to CSUDVC@academicsearch.org. Applications must be submitted electronically, and in confidence on the [CSU application portal](#).

The position is open until filled, but **only applications received by March 1, 2024, can be assured full consideration**. Confidential discussions about this opportunity may be arranged by contacting Lisa Ryan (Lisa.Ryan@academicsearch.org).

Start Date: Spring 2024/negotiable

COMPENSATION

The anticipated salary hiring range is up to \$24,167 per month, commensurate with qualifications and experience.

The salary range for this classification is \$9,167 to \$29,425 per month.

EQUAL EMPLOYMENT OPPORTUNITY

The university is an Equal Opportunity Employer and does not discriminate against persons on the basis of race, religion, color, ancestry, age, disability, genetic information, gender, gender identity, gender expression, marital status, medical condition, National origin, sex, sexual orientation, covered veteran status, or any other protected status. Reasonable accommodations will be provided for qualified applicants with disabilities who self-disclose by contacting the Senior Human Resources Manager at (562) 951-4070.

ABOUT ACADEMIC SEARCH

Academic Search is assisting California State University in this work. For more than four decades, Academic Search has offered executive search services to higher education institutions, associations, and related organizations. Academic Search was founded by higher education leaders on the principle that we provide the most value to partner institutions by combining best practices with our deep knowledge and experience. Our mission today is to enhance institutional capacity by providing outstanding executive recruitment services, executive coaching, and transition support, in partnership with our parent organization, the American Academic Leadership Institute.



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