

University of Cincinnati Vice President for Communications

The University of Cincinnati invites applications and nominations for the position of Vice President for Communications

The University of Cincinnati

The University of Cincinnati (UC) ranks among the nation's top public research universities, educating over 42,000 students annually with an operating budget of \$1.1 billion. As the founding place of co-operative education, UC also has a long tradition of putting theory into practice while standing among an elite group of universities with "very high research activity" as defined by the Carnegie Commission. Among the University's strengths are its highly regarded professional schools including medicine, design, music, engineering, business, law, nursing, and pharmacy.

UC and its affiliates topped \$418 million in research funding in 2011. *U.S. News & World Report* placed the University on its "up and coming university" and Best National Universities lists. *The Chronicle of Higher Education* called UC a "research heavyweight." *Forbes* magazine named UC one of the world's most beautiful campuses following a world-acclaimed transformation of its physical landscape. UC was the first public institution in Ohio recognized by *The Princeton Review* as a "green university." UC is part of the state university system of Ohio. Tracing its origins to 1819, UC is approaching its 200th anniversary in 2019.

UC2019 ▶

The University of Cincinnati welcomed its 27th president, Gregory H. Williams, in 2009. At his investiture, he set a course for the future by announcing a new strategic plan for the University — **UC2019: Accelerating Our Transformation** (http://www.uc.edu/president/strategic_plan.html).

To build on UC's history and successes, the University is dedicated to taking its place among the elite institutions of the nation and to becoming a global university. **UC2019** is based on two major undertakings:

- To measure success against the elite set of peers represented by the Association of American Universities, and
- To prioritize and target institutional resources by investing resources in those areas in which the University excels.

UC2019 identifies nine operational principles: learning, discovery, community, economy, sustainability, global engagement, diversity, mission-based health care, and collaboration. Based on these principles, the University is now identifying areas for strategic investment and enhancement for the coming years.

The Vice President for Communications will play a critical role in the University's plan to enhance its national and international standing and strengthen its contributions to the surrounding region and to society at large. She or he will join the University at a crucial moment as a new Academic Master Plan is formalized and plans are made to celebrate the University's 200th anniversary. The University's Senior Vice President for Academic Affairs and Provost, Santa Ono, has developed an Academic Master Plan in alignment with **UC2019**.

Position of Vice President for Communications

Reporting to the President and serving as an integral member of the senior management team, the Vice President for Communications will be responsible for the development of communication strategy and will contribute to the University's strategic planning.

The VP for Communications will develop a world-class communications plan for the University directly managing communications activities that promote, enhance, and protect the University's brand reputation. The VP for Communications will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. This individual will be an ambassador for the University charged with advancing the University's position with relevant constituents, as well as with driving broader awareness and donor support. The VP for Communications will be responsible for varied and integrated communications products and services, managing those who produce the University's newsletters and other print publications; web, e-news and other online communications; media and public relations; and marketing.

Responsibilities

Communications Strategy, Vision and Leadership

1. Develop and implement an integrated strategic communications plan to advance UC's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences
2. Create a marketing/public relations strategy that will allow University leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including key influencers
3. Identify challenges and emerging issues faced by the organization. Work with the leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them
4. Serve as communications counselor to the President and other University leadership

Communications Operations

1. Oversee development of all print communications, marketing collateral materials, and electronic communications including the University website and new media
2. Serve as a spokesperson and lead point person on interactions that help promote and/or impact the organization
3. Exercise judgment to prioritize all communications opportunities
4. Oversee press relationships
5. Oversee the day-to-day activities of the communications function including budgeting, planning and staff development

Team Development/Management

1. Recruit and manage a communications team to support the development and execution of the communications strategy
2. Promote a culture of high performance and continuous improvement that values learning and a commitment to quality
3. Mentor and develop staff using a supportive and collaborative approach on a consistent basis
4. Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct performance appraisals, and set salary adjustments.

Qualifications

1. Minimum of 10 years experience in a senior management role in an institution of higher education, corporate setting or nonprofit agency
2. Bachelor's degree in related field is required; an advanced degree is preferred
3. Demonstrated experience and leadership in managing a comprehensive strategic communications program to advance an organization's mission and goals
4. Creative thinker on how new media technologies can be utilized
5. Innovative thinker, with a track record for translating strategic thinking into action plans and output
6. Experience in building, mentoring, and coaching a team of communications specialists
7. Superior management skills; ability to influence and engage direct and indirect reports and peers
8. Ability to make decisions in a changing environment and anticipate future needs
9. Excellent and persuasive communicator
10. Energetic, flexible, collaborative and proactive; a team leader who can positively and productively impact both strategic and tactical finance and administration initiatives
11. Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management and members of the Board of Trustees
12. Ability to operate as an effective tactical as well as strategic thinker
13. Passion for higher education and the mission of the University of Cincinnati

The City of Cincinnati

Nestled among the hills of the Ohio River Valley, Cincinnati was the first American boomtown in the heart of the country to rival the larger coastal cities in size and wealth. Also known as the "Queen City of the West," it blends small town charm with big city amenities, producing one of the most comfortable places in the country to live.

Cincinnati has a diverse range of neighborhoods from the more urban and cosmopolitan areas of Mt. Adams or Downtown to historic suburbs such as Hyde Park or Clifton to newer or more rural areas such as Northern Kentucky or Eastgate. All of these places are located within minutes of the main campus, making commuting easy. The ability to mix family life with professional success makes Cincinnati one of the best kept secrets in the United States.

The greater metropolitan area is home to over two million people spanning both sides of the Ohio River. The downtown area offers a variety of restaurants and museums, including the National Underground Railroad Freedom Center. The city's river, parks, and activities are a short walk from the downtown landmark, Fountain Square, including Great American Ball Park (home of baseball's oldest franchise, the Reds), Paul Brown Stadium (home of the Bengals), and US Bank Arena (home of the city's minor league hockey team, the Cyclones). The city also is host of an international men's and women's tennis tournament, the A.T.P. Masters Series Cincinnati Masters. The Cincinnati Zoo, one of the country's most respected, is located one block from the medical campus. Noted for the white Bengal tigers and the reproduction of endangered species, the zoo provides activities for all seasons.

Cincinnati has a vibrant community in both the performing and visual arts. The Aronoff Center for the Arts stands in the heart of downtown and consists of three state-of-the-art performance spaces: Procter & Gamble Hall, Jarson-Kaplan Theater, and Fifth Third Bank Theater. The Cincinnati Symphony performs over 125 concerts per year and numerous small theater companies compete against Tony-Award winning Playhouse in the Park for audience attention. Notably, Cincinnati will host the 2012

World Choir Games. The Cincinnati Art Museum, located in Eden Park, has a collection of over 60,000 works spanning 6,000 years. The Taft Art Museum is considered one of the finest small art museums in America. Among other attractions is the Contemporary Arts Center, a non-collecting museum that focuses on new developments in painting, sculpture, photography, architecture, performance art and new media.

The City of Cincinnati also offers many opportunities for outdoor activity. The parks system has been rated 'excellent' by the Trust for Public Land. The city has five regional and 70 neighborhood parks and 34 nature preserves. Cincinnati Parks maintains parkways and neighborhood gateways in addition to managing Cincinnati's Street Tree program on 1,000 miles of paved byways. The parks system operates five nature centers, an arboretum and one of the larger public plant conservatories in the country. The city's public art collection is the Midwest's largest. On the shores of the Ohio River, Newport, Kentucky, the city's neighbor, is linked to Cincinnati by the pedestrian Purple People Bridge. The "Newport on the Levee" complex provides an extensive collection of entertainment venues and restaurants as well as the Newport Aquarium. Cincinnati has a vibrant commercial base and is home to many major corporations such as Procter & Gamble, The Kroger Company, Macy's, Inc., American Financial Group, Convergys, GE Aviation, Great American Insurance Company, Fifth Third Bank, Western & Southern Financial Group, The E. W. Scripps Company, Cincom Systems, Cincinnati Bell, Kendle International, DunhumbyUSA, and Kao Corporation. Toyota also has many operations in the Cincinnati area with U.S. headquarters of Toyota Motor Engineering & Manufacturing North America in the suburb of Erlanger, Kentucky. The region ranks in the nation's Top 10 markets for number of Fortune 500 headquarters per million residents.

For More Information

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