



ASSOCIATE VICE PRESIDENT OF MARKETING

CARNEGIE MELLON UNIVERSITY

Pittsburgh, Pennsylvania

Carnegie Mellon University

The Aspen Leadership Group is proud to partner with Carnegie Mellon University in the search for an Associate Vice President of Marketing.

The Associate Vice President of Marketing will lead and advance the marketing strategy for CMU, resulting in integrated, high-impact marketing initiatives. The Associate Vice President will create innovative, game-changing, forward-thinking marketing programs that maximize opportunities to build CMU's reputation and brand visibility for all areas of the university as one of the pre-eminent global institutions in higher education. The Associate Vice President will bring fresh ideas and proven results to help reach key audiences in new and unique ways and ensure the institution's global reputation matches the excellence of its people, programs, and partnerships.

The Associate Vice President will lead CMU's marketing efforts by driving vision, strategy, and execution toward a clear set of goals. In a highly collaborative, decentralized environment, the Associate Vice President will spearhead brand campaigns, cross-university messaging programs, and current and future strategic initiatives. The Associate Vice President and their team will be responsible for measuring the impact of work to increase regional, national, and global awareness and reputation of CMU, partnering with schools, colleges, and administrative units in meeting their goals and objectives, and serving as a sector leader in higher education marketing. The Associate Vice President of Marketing will partner closely with the Associate Vice President of Communications to create, guide, and measure fully integrated marketing-communications strategies.

The University Communications and Marketing Division (UCM) at Carnegie Mellon leads and coordinates strategic communications and marketing, raising the institution's global visibility, and deepening its reputation as one of the world's great universities. It tells the university's stories through its rich array of tools and platforms; cultivates ambassadors among CMU's extended global community; and builds strong relationships with influential audiences through a variety of traditional and new tactics. It improves the CMU experience for faculty, staff, students, and alumni by facilitating clear communication within the university community.

Additionally, the division provides leadership, partnership, and coordination for communications and marketing staff across campus, collaborating with other offices, colleges, schools, and departments. It helps articulate and highlight the distinctive excellence of CMU and its broad and deep impact on the human condition. With its world-leading strengths at the intersection of technology and humanity, CMU's research, innovation, and creativity will help shape the 21st century. In the context of CMU's remarkable distinction and momentum, it seeks an Associate Vice President of Marketing with the skills to make CMU a national leader in higher education marketing.

It is an exciting moment to be joining the Carnegie Mellon community. Founded by Andrew Carnegie, Carnegie Mellon University has been a birthplace of innovation since its founding as an engineering and fine arts school in 1900. It has soared to national and international leadership in higher education and research, especially since 1967 when the Carnegie Institute of Technology merged with the Mellon

Institute for Industrial Research to form Carnegie Mellon University. CMU made an early commitment to computer science and information technology, where the university continues to advance discovery and impact. CMU is renowned for its blend of technical rigor and creativity, for its commitment to solving real-world problems, and for its strength in interdisciplinary collaboration. Its alumni have earned distinction around the globe – from Nobel Prize and Turing Award recipients to Tony and Oscar winners, from Wall Street investors to Silicon Valley entrepreneurs, and from world-renowned educators to pioneering researchers.

Carnegie Mellon is ranked as 28th among global research universities, according to the *Times Higher Education World University* rankings, 25th in *U.S. News and World Report*, and 20th in *The Wall Street Journal/Times Higher Education U.S. College* rankings. Many of its schools and departments maintain top five national and international rankings.

Beyond its Pittsburgh campus, Carnegie Mellon University's global presence includes campuses in Silicon Valley, Qatar, and Rwanda, and degree-granting locations in Los Angeles, New York City, Washington, DC, Australia, and Portugal, as well as numerous other research and educational partnerships around the world.

CMU's tenth President, Farnam Jahanian, was appointed in 2018. He is a computer scientist, entrepreneur, and academic leader. President Jahanian's priorities include enrichment of the student experience; providing fresh resources for the fine arts; accelerating work in foundational sciences from the application of machine learning and data science; and supporting a broad array of research in technology and the impact of such innovation on humanity.

REPORTING RELATIONSHIPS

The Associate Vice President of Marketing will report to the Vice President for University Communications and Marketing, Nicholas Scibetta. The University Communications and Marketing Division (UCM) at Carnegie Mellon, which consists of 60 members, leads and coordinates strategic communications and marketing, raising the institution's global visibility, and deepening its reputation as one of the world's great universities.

FROM THE VICE PRESIDENT

The search for an Associate Vice President of Marketing comes at an incredibly exciting time at Carnegie Mellon. With full support and partnership from the President, Provost, Deans, and senior leaders in the administration, the Division of University Communications and Marketing (UCM) is actively building our path forward. The AVP of Marketing will join a collaborative and passionate team dedicated to CMU's mission and who are excited about our future.

The AVP of Marketing will be an accomplished leader in marketing and branding, with demonstrated experience advancing the reputation of global brands, in higher education, nonprofits, or for-profit environments. They will play a critical role in building and establishing a vision and direction for the marketing team while also helping shape how UCM will grow and work in the future. They will have a senior leadership role in defining and building the CMU brand across a wide variety of platforms and distribution channels, working collaboratively across the department and with schools, colleges, and units. In this position, the AVP of Marketing will clarify and lead the execution of a comprehensive, multi-platform university brand initiative to identify, develop, and execute strategies to advance CMU's brand and reputation locally, regionally, nationally, and globally. The AVP of Marketing will also serve as a liaison

between University Communications and Marketing and our academic and administrative partners as we work together to build integrated marketing strategies to amplify and strengthen the university brand and reputation among new and existing audiences and stakeholders.

This position will have direct oversight of a number of departmental functions – digital, strategic marketing, creative, and multimedia – and will play a key leadership role across all aspects of the University Communications and Marketing organization. To succeed, the AVP will be a strong team player, builder, and partner, in addition to being extremely adept at leading through influence and consensus-building.

I am looking for a collaborative member of my leadership team to partner with me and the Associate Vice President of Communications to define and build the long-term strategy for communications and marketing at Carnegie Mellon.

–Nicholas Scibetta, Vice President, University Communications and Marketing

CARNEGIE MELLON UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Carnegie Mellon University is a richly varied community, united in the pursuit of excellence. The students, faculty, and staff of Carnegie Mellon University represent all 50 states and over 65 nations, bringing together a wealth of perspectives, identities, backgrounds, and cultures. This diversity is its strength and its obligation, as every community member contributes unique strengths to the education and research that change the world.

In a world that continues to struggle with bias and inequality of opportunity, Carnegie Mellon University strives to better represent the variety of the human condition, and to better support all students, faculty, and staff. As a community devoted to rigorous analysis and creative approaches to real-world problems, CMU has both the tools and the responsibility to address these challenges. It will continue to cultivate a welcoming culture, improve programs, recruit and retain world-class talent, and become a leader and champion for best practices. This is core to its mission.

PRIMARY RESPONSIBILITIES

The Associate Vice President of Marketing will:

- Lead a central strategic marketing plan process from ideation to tactical execution, measurement, and improvement;
- Work across campus to build and execute synergistic plans that map to CMU's strategic plan and the goals of the schools, colleges and units;
- Define the strategy and lead the execution of tactics to activate and drive engagement across a range of audiences;
- Apply "full stack" marketing skills, including content marketing, Search Engine Optimization, paid advertising (Search Engine Marketing, digital programmatic, paid social), analytics, email marketing, marketing automation, and landing page optimization;
- Oversee direct reports who lead digital marketing; online strategy; the visitor experience; cross-university branding and integrated marketing and messaging campaigns; research, metrics and measurement, strategic projects, and creative/design;
- Take an engaged approach to coaching, mentoring, and guiding the marketing team to increase the capabilities and effectiveness of this group, including setting clear performance

management objectives, and actively evaluating the structure, resources, and capabilities to provide a proactive, agile partner for the division and university;

- Partner with the Office of Admission to ensure the brand is incorporated into new strategies and tactics developed to support admission and institutional goals;
- Employ appropriate market research to inform work, better understand the university's varied audiences, and identify emerging marketing and reputation-building opportunities;
- Oversee qualitative and quantitative marketing research and analysis;
- Oversee the execution of an annual brand perception survey;
- Ensure that a consistent brand message and image is established throughout all university marketing, partnering with communications and marketing staff in colleges, schools, units, and departments across campus;
- Collaborate with the Vice President and colleagues to champion internal efforts to develop clear and effective messaging for CMU's internal constituents;
- Build, maintain, and use metrics and other tracking systems to evaluate and tune the effectiveness of marketing efforts, and track and assess institutions in a competitive set to ensure CMU is best in class for marketing;
- Build an effective online strategy for cmu.edu, maintaining the platform and CMS for all university websites;
- Oversee and direct outside consultants and vendors in short- and long-term projects to ensure compliance with brand guidelines and quality assurance;
- Develop criteria for evaluating and building a roster of approved outside services and partners to provide support as needed; and
- Create an environment that rewards excellence, creativity, integrity, and teamwork.

UNIVERSITY COMMUNICATIONS AND MARKETING LEADERSHIP

Nicholas Scibetta

Vice President for University Communications and Marketing

Nicholas Scibetta serves as the Vice President for University Communications and Marketing, overseeing media relations, internal communications, issues management, social media, integrated marketing, digital strategy, and creative services and production. In his role, Scibetta is responsible for leading the development and execution of Carnegie Mellon University's cohesive, comprehensive, and multi-dimensional communications and marketing strategy to enhance the reputation and further the goals of the entire university, including its schools, colleges, units, campuses, and locations worldwide.

Appointed vice president in 2021, Scibetta serves as a member of the university's executive management team and the leadership council.

Before joining CMU, Scibetta was Vice President for Marketing and Communications for Stony Brook University, Stony Brook Medicine, and Stony Brook Medicine's health system, overseeing communications, marketing, digital and social strategy, media relations, and crisis communications. During his tenure, Scibetta led the global development and execution of enterprise branding and reputation initiatives, including establishing Stony Brook's first-ever brand platform, which resulted in award-winning campaigns.

Previously Scibetta was a Partner and Global Director at the international communications firm Ketchum. In that role, he created and grew Ketchum's Global Media Network to over 300 industry-

leading professionals in media relations and social media, in addition to overseeing national and international communications programs and campaigns for Fortune 250 clients.

Scibetta holds a bachelor's degree from Siena College. He is a member of the Foreign Press Association and serves on the leadership team of the AAU's Issues and Crisis subcommittee.

PREFERRED QUALIFICATIONS

Carnegie Mellon University seeks an Associate Vice President of Marketing with:

- A commitment to the mission of Carnegie Mellon University – to create a transformative educational experience for students focused on deep disciplinary knowledge; problem solving; leadership, communication, and interpersonal skills; and personal health and well-being;
- Experience advancing the global reputation of organizations, with demonstrable results;
- Data-driven expertise in marketing, branding, and digital tactics that drive key audiences to action;
- The capability to develop and implement innovative marketing techniques against different budget scenarios;
- An ability to make informed decisions and deliver measurable results;
- The capability to be forward-looking and eager to develop new or groundbreaking strategies;
- Validated expertise as both a strategic thinker and a project manager with a keen ability to synchronize the two;
- An ability to direct outside business partners and service providers;
- An effectiveness at managing change, building strong relationships with people from diverse parts of campus, and inspiring those outside their direct sphere of control;
- An ability to work in an organization with multiple divisions and at a very high level with leadership across the university on academic and non-academic efforts;
- The intellectual force needed to drive and reward new ideas and calculated risk-taking;
- The ability to perform as an outstanding colleague with good listening skills, high energy and drive, and a relentlessly positive attitude;
- A willingness to challenge the status-quo with well-thought-out recommendations and ideas and act as a catalyst for change;
- A commitment to inclusion, collaboration, and cultural sensitivity; and
- An ability to effectively interact with a varied population of internal and external partners at a high level of integrity.

A bachelor's degree is required for this position as well as at least ten years of success in relevant marketing roles including a combination of public/private industry, higher education, and nonprofit experience.

SALARY AND BENEFITS

Carnegie Mellon University offers a competitive salary and a wide variety of benefits and programs designed to meet the needs of its faculty and staff members. From its health and welfare plan offerings to tuition benefits and competitive retirement plans, CMU is committed to providing benefits that support its staff through every stage of their career at CMU. For a listing of employee benefits, please visit [Benefits at a Glance](#).

LOCATION

CMU is based in the vibrant city of Pittsburgh, Pennsylvania, consistently ranked among the most livable cities in the U.S. Pittsburgh continues to place high on many “best of” lists, ranking among the top 25 college towns in the U.S., top 5 cities for millennials, and an attractive location for home buyers and food lovers. Situated at the intersection of three rivers, with mountains and lakes nearby, Pittsburgh provides rich access to outdoor activities, a lively cultural landscape, an active professional sports scene (as the #1 football city in the U.S.), diverse and historic neighborhoods, and affordable housing.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Carnegie Mellon University and the position of Associate Vice President of Marketing.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Associate Vice President of Marketing, Carnegie Mellon University.](#)

To nominate a candidate, please contact Gregory Leet:

[gregoryleet@aspenleadershipgroup.com.](mailto:gregoryleet@aspenleadershipgroup.com)

Carnegie Mellon University is an Equal Opportunity Employer/Disability/Veteran and offers a diverse environment with a flexible benefits package, including a generous retirement plan, tuition remission, and paid time off policy, as well as many professional development, health, and wellness opportunities. A background check is required.

All inquiries will be held in confidence.