



DIRECTOR OF MARKETING COMMUNICATIONS

NOVA SOUTHEASTERN UNIVERSITY

Fort Lauderdale, Florida

[Nova Southeastern University](http://www.nova.edu)



The Aspen Leadership Group is proud to partner with Nova Southeastern University in the search for a Director of Marketing Communications.

The Director of Marketing Communications will plan, direct, supervise, and coordinate the activities of professional staff within the Division of Public Relations and Marketing Communications, which is responsible for the overall brand management and marketing of Nova Southeastern University (NSU). This includes the development and execution of NSU's integrated marketing communications strategy delivered through advertising, social media, public relations, executive communications, and internal communications. The Director of Marketing Communications will develop communication and promotional campaigns for a wide range of internal clients, working with creative staff to determine the best way to present information that advances the institutional brand and creative strategies in order to correctly position the NSU brand to internal and external audiences and interests. The Director of Marketing Communications will work in concert with other university departments and colleges to formulate, direct, or coordinate public relations and marketing communications activities that promote university programs and continually improve NSU's reputation.

Nova Southeastern University is a private, not-for-profit institution offering a diverse array of innovative academic programs that complement on-campus educational opportunities and resources with accessible distance learning programs to foster academic excellence, intellectual inquiry, leadership, research, and commitment to community through engagement of students and faculty members in a dynamic, life-long learning environment.

NSU is classified as a research university with "high research activity" by the Carnegie Foundation for the Advancement of Teaching. NSU is one of only 50 universities nationwide to also be awarded Carnegie's Community Engagement Classification, and is the largest private, not-for-profit institution in the United States that meets the U.S. Department of Education's criteria as an Hispanic-serving Institution. NSU has campuses in Fort Lauderdale, Fort Myers, Jacksonville, Miami, Miramar, Orlando, Palm Beach, and Tampa, Florida, as well as San Juan, Puerto Rico. Nova Southeastern University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate's, baccalaureate, master's, educational specialist, doctoral, and professional degrees.

REPORTING RELATIONSHIPS

The Director of Marketing Communications will report to the Executive Director, Public Relations and Marketing Communications, Brandon Hensler.

PRINCIPAL OPPORTUNITIES

The Director of Marketing Communications is one of the key influencers driving the university's overall enrollment and image campaigns. The successful candidate will work hand-in-hand with the Vice President and Executive Director on institution-wide campaigns to drive graduate enrollment and elevate NSU's prestige within higher education. A Top 200 U.S. News & World Report school, NSU has proved itself as an up-and-comer in its nearly 55-year history. Join us now to help be part of our next story: Top 100.

Working collaboratively with NSU's 16 colleges, early childhood center and JK-12 schools, and world-renowned NSU Art Museum | Fort Lauderdale, the successful candidate will bring experience – primarily in graduate enrollment marketing, brand positioning, and institutional prowess – together to help raise the university's visibility, grow enrollment, and elevate the university's prestige.

The successful candidate will have experience leading and mentoring a team of professionals spanning web, digital, social media, advertising, and marketing expertise.

With an expanded presence at our newest campus in Tampa Bay – growing our regional footprint in Florida and Puerto Rico – the horizon is your future at NSU.

– Brandon Hensler, Executive Director, Division of Public Relations and Marketing Communications

PRIMARY RESPONSIBILITIES

The Director of Marketing Communications will

- plan, direct, supervise, and coordinate work activities of division staff, including hiring, coaching, evaluating, and terminating;
- develop communication and promotional campaigns for a wide range of clients, working with creative staff to determine the best way to present information that advances the institutional brand and creative strategies;
- identify, develop, or evaluate communication strategies based on knowledge of university objectives, market characteristics, and cost factors;
- formulate, direct, or coordinate public relations and marketing communications activities or policies to promote university programs, working with other experts or stakeholders as needed;
- initiate market research studies or analyze their findings;
- coordinate surveys to identify potential markets for programs;
- advise clients and senior management on local, national, or international factors affecting the market for educational services;
- coordinate or participate in strategic enrollment marketing or promotional activities;
- establish and maintain effective working relationships with clients, government officials, and media representatives and use these relationships to develop new business opportunities;
- write interesting and effective communication programs and oversee and implement promotional campaigns across a variety of channels;

- identify main client groups and audiences, determine the best way to communicate and engage audiences to elicit desired outcomes, and develop and implement a communication plan;
- manage communication budgets;
- evaluate advertising and promotion programs for compatibility with public relations efforts;
- manage some special events, such as sponsorship of events or other activities the university supports, to gain public attention through the media without advertising directly;
- produce some web, social, and multimedia products; and
- use forecasting or strategic planning methods to ensure enrollment in programs, analyzing business developments and monitoring market trends.

KEY COLLEAGUES



Brandon Hensler, MS, APR

Executive Director, Division of Public Relations and Marketing Communications

Brandon L. Hensler, MS, APR, is the Executive Director of the Division of Public Relations and Marketing Communications for Nova Southeastern University. In this role, he manages the planning and execution of the university's strategic branding and integrated marketing communications plan, and leads the marketing communications management team. In addition, he executes executive communications and public relations for the Office of the President; measurement of the division's paid, earned, and owned media initiatives; and manages the overall Division of Public Relations and Marketing Communications budget.

Hensler previously served as Interim Executive Director of University Relations, Director of University Relations, and as Associate Director of Public Affairs for Nova Southeastern University. Prior to joining NSU, Hensler was the Director of Communications for the ACLU of Florida, a statewide non-profit legal/advocacy organization based in Miami with offices throughout the state. He oversaw the organization's media relations, public relations and advertising strategies, and served as the organization's bilingual spokesperson locally and nationally. Prior to the ACLU, Hensler worked for PR Newswire, a New York-based international news organization.

Hensler serves on the Board of Directors for Junior Achievement of South Florida, where he sits on the executive committee, chairing the marketing committee. A graduate of Leadership Broward Class XXX, he serves on their Board of Directors and co-chairs their annual Profiles in Leadership Black-Tie Gala. He is also on the Board of Directors of Florida Bulldog, an independent, non-profit, fact-based investigative journalism outlet. He previously served as a county commission-appointed board member on the Broward County Human Rights Board, is a past-president of the Public Relations Society of America's Greater Fort Lauderdale Chapter. Hensler is a founding member of NSU's 1964 Legacy Giving Society, and was a founding member of the Downtown Fort Lauderdale Transportation Management Association's Sun Trolley Foundation Board. He has also served on the Board of Trustees of the Miami University "1809" Alumni Association.

Hensler holds a MS in Conflict Analysis and Resolution from NSU's College of Arts, Humanities, and Social Sciences, and a BA in International Studies/Latin American Studies from Miami University (Ohio). A past honoree of the South Florida Business Journal's prestigious "40 Under 40" award, he is accredited in Public Relations by the Universal Accreditation Board and is certified as a Lean Six Sigma Yellow Belt. He was recently honored by Leadership Broward Foundation as an honoree of their prestigious "Fun Lunch" award. He is bilingual in English and Spanish.



Kyle Fisher

Vice President, Division of Public Relations and Marketing Communications

Kyle Fisher is Vice President, Division of Public Relations and Marketing Communications for Nova Southeastern University and part of NSU's senior management team. Fisher provides strategic and integrated public relations counsel, planning, and leadership in the areas of branding, institutional visibility, enrollment marketing, advertising, Web and social media, internal communications, advancement communications, crisis communications, and public relations. She and her team are responsible for defining NSU's brand

strategy and building mutually beneficial and lifelong relationships with internal and external audiences in order to advance the university's strategic goals, mission, and vision. Key priorities include collaborating with university officers, deans, and enrollment managers to attract and enroll qualified prospective students to NSU's bachelor's, master's, doctoral, and professional degree programs and partnering with NSU's Division of Advancement and Community Relations to promote NSU's recently launched philanthropic campaign, *Realizing Potential*, the largest such campaign in the university's history.

A true believer in lifelong learning, Fisher is certified in SCUBA and the flying trapeze. Other hobbies include high-performance driving on road tracks, travel, horseback riding, and an obsession with mystery novels and movies (and movie gossip).



Sharn Kee

Associate Director, Senior Designer

Sharn Kee is the Associate Director, Senior Designer for NSU's Division of Public Relations and Marketing Communications. In this role, she concepts, designs, and produces the university's advertising, communications, branding, and event promotion efforts. As a seasoned graphic designer she brings to life the creative campaigns and visual communications of NSU. Kee's recent creative endeavors include a multimedia campaign for the Huizenga College of Business, including billboards, print ads, online, and social media. Her passion for eye-catching and beautifully executed creative has recently helped promote events such as The

African Presence 15th Annual Art Exhibition at NSU's Cotilla Gallery.

Kee joined the division in 2017 and brings multifaceted skills such as print design, web advertising, motion graphics, and film editing to the team. Kee has been awarded "Best in Show" at the South Florida ADDY awards, holds multiple Telly, INMA, and Gold Create awards and was recently recognized as a South Florida Business Journal Power Leader in 2017.

Born and raised in London, England, Kee holds a Bachelor of Arts Degree in Graphic Design from the London College of Communication and also attended the Graphic Design portfolio program at the Miami Ad School in Miami Beach Florida.



Joycelyn Vogt, MBA
Director of Admissions and Outreach,
Dr. Pallavi Patel College of Health Care Sciences

Joycelyn Vogt, MBA, is the Director of Admissions and Outreach for the Dr. Pallavi Patel College of Health Care Sciences. In this role, she is responsible for overseeing marketing, recruitment, and admissions to increase awareness and enrollments for the college's 29 bachelor's, master's, and doctoral programs.

Vogt has over 12 years of higher education marketing and recruitment experience. She previously served as the Director of Marketing with NSU's Office of Regional Campuses where she increased brand awareness and led marketing initiatives through paid, owned, and shared media for campuses throughout Florida and Puerto Rico.

Vogt holds a BS in Business Administration and a MBA in Management from Nova Southeastern University and is certified as a Lean Six Sigma Yellow Belt.



Beth Donaldson
Assistant Dean of Enrollment Management, College of Business

Beth Donaldson has over 25 years of experience in undergraduate admissions, graduate admissions, continuing education for adult and non-credit students, financial aid management, international education, study abroad, retention, enrollment marketing, budget management, strategic planning, and consulting at small and large institutions. She has extensive experience in enrollment management, multicultural recruitment, developing and leading successful teams, process management, organizational structure, finding creative solutions to address recruitment challenges, and collaborating with units across the institution to meet enrollment goals.

Donaldson joined Nova Southeastern in December of 2016 as Assistant Dean of Recruiting, Admission, and Enrollment Management before moving into the role of Assistant Dean of Enrollment Management, College of Business in July of 2018. Prior to NSU, Donaldson served for nearly a decade as the Vice President of Enrollment Management at St. John's University in Queens, New York as well as in the role of Executive Director of Enrollment Services at New York University.

Donaldson obtained her bachelor's degree from Muhlenberg College and her MPA in Management from New York University.

CANDIDATE QUALIFICATIONS AND QUALITIES

Nova Southeastern University seeks a Director of Marketing Communications with

- knowledge of business and management principles involved in strategic planning, resource allocation, budgeting, human resources modeling, leadership technique, production methods, and coordination of people and resources;
- exceptional verbal and written communication skills with the ability to create content in the appropriate voice for the organization and various audiences;
- knowledge of principles and methods for describing and promoting programs and services in order to achieve desired outcomes;
- knowledge of principles and methods for researching and analyzing data used for describing, promoting, and selling services;

- knowledge of media production, visual, verbal, and interactive communication, and dissemination techniques and methods including alternative ways to inform and persuade via written, oral, and visual media;
- knowledge of digital media production, communication, and dissemination techniques and methods including alternative ways to inform and persuade via digital, web, and social media;
- advanced skills in using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems;
- advanced skills in considering the relative costs and benefits of potential actions to choose the appropriate one;
- advanced skills in persuading others to change their minds or behavior;
- advanced skills in identifying complex problems and reviewing related information to develop and evaluate options and implement solutions;
- advanced skills in understanding the implications of new information for both current and future problem-solving and decision-making;
- advanced skills in giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times; and
- advanced knowledge of MS Office Suite (Outlook, Word, Excel, PowerPoint), and standard Adobe Suite.

A bachelor's degree is required for this position as is a minimum five years of experience with a preference for seven or more years of experience. A master's degree is preferred.

DIVERSITY, EQUITY, AND INCLUSION

Nova Southeastern University is a majority-minority institution, with students from at least 116 countries around the world, as well as being a university recognized as an Hispanic Serving Institution (HSI). As such, it finds itself with the unique opportunity to invite all members of its community to learn from and appreciate others and to create a learning community that exemplifies inclusiveness and respect for diversity. NSU is committed to educating its students, interacting with colleagues, and engaging with its campus community in a manner that is respectful of all cultural traditions and practices, gender identities, sexual orientations, age, religious/spiritual beliefs, and in all areas that distinguish individuals.

SALARY & BENEFITS

Nova Southeastern University offers a competitive salary and benefits package.

LOCATION

This position is located in Fort Lauderdale, Florida.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Anne Johnson:

annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.