



**SENIOR MARKETING STRATEGY ACCOUNT LEAD
INSTITUTIONAL BRANDING AND ADVANCEMENT
NOVA SOUTHEASTERN UNIVERSITY**

Fort Lauderdale, Florida

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



The Aspen Leadership Group is proud to partner with Nova Southeastern University in the search for a Senior Marketing Strategy Account Lead for Institutional Branding and Advancement.

The Senior Marketing Strategy Account Lead will develop, create, and implement data-driven marketing strategies and campaigns that encompass a variety of digital and traditional marketing techniques including advertising, digital lead generation, paid social media, relationship marketing, managed content, and other current communications practices to produce demonstrated, quantitative performance measures and results against defined business outcomes. The Senior Marketing Lead will oversee an account that includes NSU branding campaigns and image advertising as well as marketing strategies and promotional support for fundraising and alumni relations, the President's Office, and other executive communications priority areas. This Senior Marketing Lead will partner with senior university officers, deans, vice presidents, and enrollment managers as well as with partner agencies to lead all efforts in the development, implementation, and measurement of integrated marketing campaigns across paid, owned, and shared channels, with particular emphasis on web and digital channels.

Nova Southeastern University (NSU Florida) is top-ranked, private national research university, providing high-quality professional educational and research programs at the undergraduate, graduate and professional/doctoral degree levels. At NSU, students don't just get an education, they get the competitive edge they need to contribute and lead in their careers, their community and their personal lives. Established in 1964, the university includes 15 colleges, the 215,000-square-foot Center for Collaborative Research, the private JK-12 grade University School, the world-class [NSU Art Museum Fort Lauderdale](https://www.nsu.edu/art-museum), and the [Alvin Sherman Library, Research and Information Technology Center](https://www.nsu.edu/sherman-library), one of Florida's largest public libraries. NSU students learn online and at campuses in Fort Lauderdale, Fort Myers, Jacksonville, Miami, Miramar, Orlando, Palm Beach, and Tampa, Florida, as well as San Juan, Puerto Rico. With nearly 200,000 alumni across the nation and globe, the reach of the NSU community is worldwide. Classified as having "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 also the largest private institution in the United States that meets the U.S. Department of Education's criteria as a Hispanic-serving Institution. Please visit www.nova.edu for more information.

Nova Southeastern University's Division of Public Relations, Marketing, and Creative Services is dedicated to representing, promoting, and serving the university. The division oversees all marketing and promotional communications projects for the university and is responsible for NSU's overall brand management and advertising. Consistency in NSU's visual and content storytelling is essential for a strong brand. Public Relations, Marketing, and Creative Services devotes its diverse talents in strategic planning, marketing and advertising campaign management and metrics, design, writing, digital, web and other creative services, as well as in public relations, influence campaigns, social media, internal communications and crisis counseling to bring projects and campaigns to life in order to meet visibility, enrollment, fundraising, and university goals.

REPORTING RELATIONSHIPS & LEADERSHIP ROLE

The Senior Marketing Strategy Account Lead for Institutional Branding and Advancement will report directly to the Vice President of Public Relations, Marketing, and Creative Services, Kyle Fisher, and will be expected to be capable of leading, managing, and presenting NSU brand and image advertising strategies and performance updates to the President, Board, and other senior officers of the university.

The Senior Marketing Lead will be expected to also partner with the Vice President in helping to bring best-practice marketing management processes and standards to the entire marketing team, consisting of four Marketing Strategy Account Leads (assigned to the NSU Center of Innovation, Admissions/Student Affairs/Campus Life, Health Care, and Business/Computing/Education/Law accounts), as well as an Assistant Marketing Strategy Lead and a Marketing Program Director. This Marketing Lead will serve with the Vice President, the Executive Director, and the Director of Creative and Digital Communications as the key brand managers for the university and its “sub-brands.”

FROM THE VICE PRESIDENT

NSU is at a point where we are growing opportunities to leverage paid and organic marketing strategies to grow the pool of qualified inquiries and applicants into our undergraduate and graduate/professional programs. With several years of demonstrated success in key colleges, this position will be integral in working with the Vice President to roll out strategic marketing and advertising plans throughout a portfolio focused on institutional visibility, brand recognition, fundraising, and alumni engagement in order to generate revenue and increase perceived prestige. With higher education in a tumultuous time, a candidate who demonstrates a track record in leading in the “art and science” of institutional branding and visibility, as well as someone who has generated contributions to fundraising and alumni relations efforts will be essential. Additionally, a familiarity with lead generation recruitment marketing campaign strategies, success metrics and techniques, combined with an ability to help lead and coach a new professional marketing team—the first at NSU—will be added values. The focus for this leadership position is to play a pivotal role in shaping the university’s overall brand strategy and image advertising/marketing campaigns, and to contribute strong planning, creative and communications management expertise to advance NSU’s fundraising goals. This person will work autonomously and frequently with vice presidents, deans and university top officials to provide marketing counsel and enhance the university’s ability to apply best-practice marketing strategies to solve problems and realize opportunities, while tracking and presenting quantifiable measures of its marketing performance and investments.

This position is ideal for a seasoned higher education marketing professional who is looking to help build a brand, shape a team and help chart the next level of success for this growing institution and marketing program. NSU is a young university that is climbing the rankings charts and is poised to be recognized as a preeminent university, particularly in health care, professional education, and marine science, in the coming years. Recent successes have convinced the NSU President and many of the deans and vice presidents that a disciplined approach to strategic marketing practices can be a profitable and potent game-changer at NSU. But we need an accomplished expert, leader, and motivator to help us roll out this new culture across the university and its health care entities. The successful candidate will help cement NSU’s position on the national map—the stage is set for the right champion to help us climb the next mountain.

—Kyle Fisher, Vice President, Division of Public Relations, Marketing, and Creative Services

PRIMARY RESPONSIBILITIES

The Senior Marketing Strategy Account Lead for Institutional Branding and Advancement will

- lead the development and execution of marketing strategies, communications initiatives, and go-to-market plans that drive enrollment, fundraising, visibility, and reputation results with measurable KPIs, particularly for university image advertising, brand development and promotion, and other presidential marketing and advertising priorities;
- analyze data, insights, and best practices to create comprehensive marketing plans with clear objectives, effective use of brand positioning, and a targeted action plan that connects with target audience segments and markets to produce desired results;
- collaborate with internal and external partners to develop campaigns and media plans;
- demonstrate experience in planning, leading, and evaluating effective media buys and placements to produce measurable cost efficiencies and powerful outcomes/impact;
- research market trends, competitor positioning, and opportunities to develop stronger plans;
- build and maintain strong relationships with internal and external partners;
- own the marketing scorecard to track, assess, and improve Return on Investment and Return on Advertising Spends for their respective accounts and campaigns;
- proactively seek to understand the impact of all marketing efforts on the business (for both their accounts and for the university as a whole) and work to make comprehensive recommendations for continuous improvement;
- demonstrate experience and expertise in helping to leverage/improve web, social, and digital presence, user engagement and functionality to maximize SEO, increase search rankings, integrate marketing and digital campaigns for lead generation, and boost marketing results;
- perform as an exceptional advocate and leader for the PRMC division and serve as an effective representative of the university with key internal and external publics, being well versed in key priorities and key messages across the university landscape;
- keep key stakeholders updated on marketing plans and performance;
- participate in strategy discussions and leadership meetings and present strategy/metrics/reports to key stakeholders;
- develop project and campaign strategies, proposals, budgets, and timelines;
- keep campaigns on time and on budget with strong ROI/ROAS;
- embrace accountability for high-performing projects and campaigns as measured by attainment of client business objectives and overall client satisfaction;
- demonstrate a solid understanding of social media and trends to identify ways to integrate social media into other communications strategies;
- demonstrate exceptional communication skills through content development, presentations, and building and fostering client partnerships;
- manage databases, including CRM of record, to effectively target and segment audiences for more effective marketing results based on demographics, personas, and/or channels;
- seek out, listen for, and be attuned to new opportunities that will impact reputation and partners with communications counterparts;
- collaborate with the internal marketing team members in PR/media relations, creative services, digital, and public relations to bring the best solutions and expertise to the client, and to develop relationships and strategies to enable the division to produce even more cost-effective and powerful results for accounts and the university as a whole;
- support the university by adhering to consistent brand standards and core values; and
- adhere to policies and procedures, with an ability to recommend changes and develop alternatives when and if necessary.

KEY COLLEAGUES



Kyle Fisher, B.A.

Vice President, Division of Public Relations, Marketing, and Creative Services

Kyle Fisher, B.A. is Vice President for NSU's Public Relations, Marketing, and Creative Services and is 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).



Brandon L. Hensler, M.S., APR

Executive Director, Division of Public Relations, Marketing, and Creative Services

Brandon L. Hensler, M.S., APR, is the Executive Director of the Division of Public Relations, Marketing, and Creative Services for NSU. In this role, reporting to the Vice President, he co-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 performs public relations and executive communications for the Office of the President; measurement of the division's paid, earned, and owned media initiatives; and manages the overall budget for the Division of Public Relations, Marketing, and Creative Services.

Hensler previously served as Interim Executive Director of University Relations, Director of University Relations, and Associate Director of Public Affairs for NSU. Prior to joining the university, he 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, and 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 an M.S. in Conflict Analysis and Resolution from NSU's Halmos College of Arts and Sciences, and a B.A. 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 and is a proud NSU Shark.



Heather Holliday

Director, Enrollment Marketing Strategist & Writer

Heather J. Holliday, Ed.D., serves as a Director of Enrollment Marketing and Strategy in NSU's Division of Public Relations, Marketing, and Creative Services. In this role, she applies her 20+ years of higher education marketing experience to the planning, development, and execution of enrollment marketing and communication campaigns for the university. Holliday studied Marketing and Economics as an undergrad at the University of Florida before pursuing her master's in Integrated Communications (Advertising and Public Relations) at Florida International University. From there, she began her career at Nova

Southeastern University's Fischler College of Education, where she also earned her doctorate in Higher Education and Organizational Leadership.



Tara Probeck

Director of Creative & Digital Communications

Tara Probeck, B.S. is the Director of Creative and Digital Communications for Nova Southeastern University. She has spent the majority of her career in higher education, with a focus on creating multi-faceted campaigns for undergraduate and graduate admissions to meet enrollment goals. Probeck is a big picture thinker who seeks unique ways to deliver action-oriented content. Her passion is storytelling through visuals, powerful videos, and dynamic content.

Probeck is responsible for leading a team of web, creative, and content marketing professionals; developing integrated communication and advertising campaigns; collaborating with a range of clients; evaluating the effectiveness of campaigns; elevating brand awareness; and researching new trends to engage prospective students.

Probeck and her team are committed to making an impact in a competitive higher education market, from immersing in digital strategy and content development to managing integrated digital and advertising campaigns.

While collaborating with her NSU colleagues is her primary focus by day, Probeck also enjoys cooking, baking, traveling, and spending time with her golden retriever-cocker spaniel puppy, Perkins.

COMPETENCIES AND PREFERRED QUALIFICATIONS

Nova Southeastern University seeks a Senior Marketing Strategy Account Lead for Institutional Branding and Advancement with

- professional and/or marketing experience;
- proven marketing campaign experience;
- experience developing user-friendly dashboards to interpret data;
- experience leveraging social media channels and digital marketing strategy;
- a demonstrated ability to manage multiple, complex projects on time and on budget, demonstrating results against Key Performance Indicators or success measures;
- demonstrated success in and an understanding of executing cross-channel marketing tactics to drive consumer engagement such as social and digital media, marketing automation/CRM, content creation, and website management;
- proven project management experience trafficking projects from concept to completion with key team members including clients, decision-makers, writers, designers, digital managers, and external agencies/vendors;
- experience planning and delivering CRM and sales strategies across the business line encouraging consumer engagement and loyalty;
- experience developing direct communications with new and repeat customers through use of the CRM and sales promotion activities including recruitment or fundraising events and promotions, use of regular direct marketing and/or email blasts, text messaging, social outreach, etc.;
- general knowledge of business and management principles involved in strategic planning, resource allocation, budgeting, human resources modeling, leadership technique, production methods, and the coordination of people and resources;
- thorough knowledge of principles and methods for describing and promoting programs and services in order to achieve desired outcomes with limited supervision;
- thorough knowledge of principles and methods for researching and analyzing data used for describing, promoting, and selling services;
- thorough 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;
- thorough 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 managing one's own time and the time of others;
- advanced skills in being aware of others' reactions and understanding why they react as they do; and
- expert skills in talking to others to convey information effectively.

A bachelor's degree in Business, Marketing, Advertising/Sales, Communications, a related field, or relevant experience is required for this position as is at least seven years of experience in marketing and running a marketing team.

DIVERSITY, EQUITY, AND INCLUSION

Nova Southeastern University is a majority-minority institution, with students from at least 116 countries around the world. Diversity is one of NSU's Core Values, which permeates all that it does, and also reflects its student body. NSU has been consistently recognized for its diversity. But at NSU, diversity is about so much more than a person's ethnic background or the color of their skin. Inclusiveness is a cornerstone that makes the NSU campus and the lives of those touched by the university much richer. This foundation has been with NSU for its first 50 years, and will continue to guide it into the future.

As a majority-minority institution, and as a university recognized as a Hispanic Serving Institution (HSI) (defined in Title V of the Higher Education Act as not-for-profit institutions of higher learning with a full-time equivalent (FTE) undergraduate student enrollment that is at least 25 percent Hispanic), NSU's community includes multiple cultures and perspectives. As such, it finds itself with the unique opportunity to invite all members of the community to learn from and appreciate others and to create a learning community that exemplifies inclusiveness and respect for diversity.

SALARY & BENEFITS

Nova Southeastern University offers a competitive salary and benefits package.

LOCATION

Nova Southeastern University's core PR and Marketing senior leadership and creative teams are located at Museum Plaza in Fort Lauderdale, Florida. All PR and Marketing employees are currently working remotely and will continue to do so for the foreseeable future. Those who wish to work on-site may do so in coordination with the Vice President and Executive Director to ensure that on-site capacity does not exceed 40% and all CDC and health department guidelines can be strictly followed, including physical distancing, hand hygiene, and wearing a face covering.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Nova Southeastern University.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Senior Marketing Strategy Account Lead for Institutional Branding and Advancement, Nova Southeastern University.](#)

To nominate a candidate, please contact Anne Johnson:

annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.