



**ASSISTANT VICE PRESIDENT FOR ADVANCEMENT COMMUNICATIONS**

**UNIVERSITY OF TEXAS AT EL PASO**

**HYBRID/REMOTE**



Aspen Leadership Group is proud to partner with the University of Texas at El Paso in the search for an Assistant Vice President for Advancement Communications.

The Assistant Vice President for Advancement Communications will be an experienced, strategic leader with a track record of success. As the University of Texas at El Paso (UTEP) builds out its advancement team, it is seeking a highly collaborative leader to take ownership over all parts of a long-term advancement strategy for the University, and manage and enhance its existing Communications team, which includes areas such as marketing and communications, stewardship communications, and annual giving.

The Assistant Vice President will plan and execute a data-driven strategic communications program that drives philanthropic engagement and donations. This will involve setting and tracking goals and metrics that map to IA's broader strategy, mentoring and guiding a team of communications and design professionals, and managing projects and campaigns with varying budgets and timelines. The Assistant Vice President will also collaborate closely with the University Marketing and Communications team (UMC) and serve public relations functions for IA, including providing proactive and reactive messaging strategies. While we are looking for someone who can provide strong creative vision and leadership, we are also looking for someone who understands the importance of effective project management practices to the process.

The University of Texas at El Paso is America's leading Hispanic-serving university, with a student body that is 84% Hispanic. It enrolls more than 24,000 students in 169 bachelor's, master's, and doctoral programs in 10 colleges and schools. With more than \$109 million in total annual research expenditures, UTEP is an R1 research university, a designation given to the top 5% of colleges and universities nationally and is ranked sixth in Texas for federal research expenditures at public universities.

UTEP maintains one of the lowest out-of-pocket costs of any doctoral research university in the United States and is one of the only institutions to receive both a top research designation and a Community Engagement Classification from the Carnegie Foundation.

Set against the backdrop of the Franklin Mountains in the Chihuahuan Desert, UTEP is located at the heart of the U.S.–Mexico border in one of the largest binational communities in the world. UTEP's award-winning, sustainably designed campus landscape and unique Bhutanese architecture create an energizing and tranquil oasis in the bustling El Paso–Juárez metroplex. Whether students live on campus or in the community, opportunities abound to become involved with student organizations, research, community service, internships, study abroad, student employment, Division I athletics, and dozens of cultural and entertainment activities. UTEP has a global reach that includes 80 international agreements with institutions throughout the world, including 23 with Mexico, and boasts more than 133,000 alumni living in 76 countries.

UTEP is a comprehensive public research university that is increasing access to excellent higher education. The institution advances discovery of public value and positively impacts the health, culture, education, and economy of the community it serves.

UTEP was ranked number one in the U.S. for its success in achieving both competitive research and student social mobility. It is also one of the only top tier research universities in the country with a majority Hispanic student population. UTEP has one of the lowest out-of-pocket costs of all U.S. research institutions and has been recognized as a leader in social mobility for helping graduates move from family incomes in the bottom 20% to the top 20%.

## **INSTITUTIONAL ADVANCEMENT AT THE UNIVERSITY OF TEXAS AT EL PASO**

Institutional Advancement (IA) at the University of Texas at El Paso is committed to advancing the University and transforming generations. The IA team works cohesively to build strategic relationships, engage alumni and friends with the University, and match philanthropic goals with institutional priorities to advance, support, and sustain the University's mission.

The division relies on the constant collaboration of its departments— External Relations, Development, Advancement Services, and Strategy & Engagement. With a growing team and vastly unrealized fundraising potential, IA has had three record-breaking years in a row. With a commitment to building the team right for the long term and maintaining that momentum, it is exciting to continue implementing innovative ways to extend its reach and impact.

As America's leading Hispanic-serving university, the University of Texas at El Paso is dedicated to increasing access to excellent higher education and positively impacting the community it serves. In Institutional Advancement, it is understood that its success is built on the contributions of a diverse team in its people, thoughts, and experiences. Its culture of care and inclusive excellence is more than a commitment at UTEP IA—it is the foundation of all it does.

## **REPORTING RELATIONSHIPS**

The Assistant Vice President for Advancement Communications will report to the Associate Vice President for Strategy & Engagement, Annie Quade. The Assistant Vice President will oversee a team of six.

## **FROM THE VICE PRESIDENT**

*Now is a great time to join UTEP Institutional Advancement! President Heather Wilson is committed to building our Advancement shop the right way and for the long term. While some institutions prioritize the quick wins and scoreboard numbers above institutional infrastructure and pipeline development, we have been able to invest strategically throughout our entire division to set us up for sustainable growth. In addition, our executive leadership team is something special. I would argue that there isn't another Advancement leadership team that is more committed to one another or our institution than the team we have at UTEP. You would be joining a very high-trust group of leaders who are dedicated to our collective growth, not just their own areas of responsibility. We care deeply about one another as humans first. At the end of the day, we are all trying to serve our team, institution, and this community as best as we can. This allows us to challenge each other directly, have hard conversations, and come out even stronger and closer than ever. If this sounds like an organizational culture you'd thrive in, I'd encourage you to apply!*

—Jake Logan, Vice President for Institutional Advancement

## **UNIVERSITY OF TEXAS AT EL PASO'S COMMITMENT TO OPENNESS, DIVERSITY, AND INCLUSION**

In keeping with its access and excellence mission, the University of Texas at El Paso is committed to an open, diverse, and inclusive learning and working environment that honors the talents, respects the differences, and nurtures the growth and development of all. The University seeks to foster and model a campus environment that is welcoming, accessible, and inclusive to all students, faculty, staff, and visitors. It views diversity as a strength and an institutional value, as well as a core element of academic and professional excellence. As an employer, the UT System aspires to be a welcoming and supportive place to work that embraces differences—not only because they make it a more creative, thoughtful, and stronger organization, but because it is the right thing to do. Underpinning this philosophy is a belief that talent is universal— distributed evenly regardless of gender, race, national origin, ethnicity, age, or anything else— but, unfortunately, opportunity is not. The UT System has both an opportunity and a responsibility to lead in matching talent and opportunity, and it is determined to have a leadership team and workforce that are as diverse as the people it serves.

### **PRIMARY RESPONSIBILITIES**

The Assistant Vice President for Advancement Communications will

- provide leadership and oversight of the Communications unit comprised of Creative Services, Integrated Marketing, and Marketing Operations and Analytics;
- implement an integrated communications program that increases overall engagement and annual giving contributions (defined as gifts <\$25,000);
- develop and track clear and strategic KPIs and metrics that help to drive UTEP toward its broader goals;
- guide those responsible for project management to ensure that campaigns, projects, and editorial calendars run smoothly, and deadlines are met;
- serve as an important leader within Institutional Advancement as part of the Executive Leadership Team;
- partner with the Vice President of University Marketing and Communications and be an active participant in university-wide marketing collaborations;
- serve as the public relations strategist for the department and provide strategy, consultation, and timely talking points for relevant events;
- strategically transition from a primarily events-based engagement model to one that includes more digital campaigns, tools, and touchpoints that meaningfully engage UTEP constituents;
- as a leader, take ownership for results of the team and build trust through authenticity, shared vision, and transparency; and
- invest time and energy in growing the Advancement Communications team professionally and personally, provide direct feedback to all members of the organization, and foster a team culture that relentlessly pursues excellence while also showing empathy for the human behind the job.

## LEADERSHIP

### **Jake Logan**

#### **Vice President for Institutional Advancement**

Jake Logan's role as Vice President for Institutional Advancement began May 18, 2020. Jake came to UTEP from Ball State University, where he served as Vice President for Advancement and President of the Ball State University Foundation. During his career in academic advancement, he has been part of comprehensive capital campaigns exceeding \$1 billion at three large, public institutions—the University of Florida, the University of Oregon, and the University of Missouri.

Jake earned his undergraduate degree in public relations at the University of Florida and received a master of nonprofit management at the University of Oregon. He began his career in nonprofit fundraising for the American Heart Association, where he ultimately became Vice President of Field Operations.

### **Annie Quade**

#### **Associate Vice President for Strategy & Engagement**

Following almost a decade in higher education advancement and a variety of roles that span the engagement pipeline, Annie Quade serves as the Associate Vice President of Advancement Strategy & Engagement at UTEP. Overseeing their integrated engagement team, including Advancement Communications, Alumni, Campus and Community Engagement, and talent management, Annie is responsible for enterprise engagement and the overall growth strategy for the division.

Annie graduated from the University of Missouri, where she received a bachelor's degree in biology and a master's in public health. Prior to joining UTEP, she worked in frontline fundraising for her alma mater, first as a regional and planned giving officer and then as director for the School of Law.

When she's not working, you can find Annie chasing after her two toddlers, tending to their hobby farm, or (hopefully) catching a few moments of quiet and calm with her husband.

## PREFERRED COMPETENCIES AND QUALIFICATIONS

The University of Texas at El Paso seeks an Assistant Vice President for Advancement Communications with the following competencies and qualifications:

- A commitment to the mission of the University of Texas at El Paso—to make exceptional, affordable education accessible to anyone with the ambition to learn and the drive to succeed;
- Strategic leadership and project management skills to plan and execute multichannel communications strategies targeted to a variety of constituencies;
- Experience with and an ability to be hands-on manager in the following domains:
  - **Email marketing** – including triggered and lifecycle campaigns, template editing (HTML/CSS skills preferred), and best practices in deliverability, list hygiene and segmentation;
  - **Fundraising-focused copywriting and editing** – including case statements, annual direct mail and email appeals, annual reports, impact reports, stewardship publications, fundraising website and social media platforms, and proposals prepared for individual, corporate, and foundation donors;
  - **Graphic design and photography** – an understanding of design philosophy and best practices to help guide the team's creative strategy;
  - **Digital marketing** – an understanding of how best to leverage paid and unpaid digital channels to drive UTEP toward its goals;
  - **Marketing analytics** – experience implementing audience modeling, multi-touch attribution, and KPI-setting and analytics to evaluate and optimize performance; and

- **Research and planning** – experience gathering and using data and insights from various sources to inform strategy;
- A commitment to collaboration and an ability to influence an organization through consensus-building and trust;
- Tenacious optimism and a goal-oriented, growth mindset;
- An ability to remain flexible and develop creative solutions in pursuit of maintaining forward momentum;
- A capacity to manage multiple projects and continually balance competing priorities within a dynamic environment; and
- An ability to work independently and collaboratively on a small team with limited resources, supporting the success of all colleagues and prioritizing UTEP’s overall goals above personal achievement.

Research shows that men apply for jobs when they meet an average of 60% of the criteria. Yet, women and people from systemically marginalized communities will only apply if they meet every requirement. If you believe that you could excel in this role, you are encouraged to apply.

### **SALARY AND BENEFITS**

The salary range for this position is \$120,000 to \$150,000 annually. The University of Texas at El Paso offers a comprehensive [benefits package](#).

### **LOCATION**

The University of Texas at El Paso is in El Paso, Texas. The Institutional Advancement division is hybrid (a combination of on- and off-campus). Institutional Advancement strongly prefers a candidate within a commutable distance from campus but will consider remote candidates. Employees working remotely are expected to travel to El Paso with some regularity.

### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the University of Texas at El Paso as well as the responsibilities and qualifications stated in the prospectus.***

*The University of Texas at El Paso is an Equal Opportunity/Affirmative Action employer. The University does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, genetic information, veteran status, sexual orientation, or gender identity in employment or the provision of services in accordance with state and federal law. Discrimination on the basis of sex includes an employee’s or prospective employee’s right to be free from sexual harassment under Title IX of the Higher Education Amendments of 1972.*

To apply for this position, visit: [Assistant Vice President for Advancement Communications, University of Texas at El Paso](#).

To nominate a candidate, please contact Don Hasseltine: [donhasseltine@aspenleadershipgroup.com](mailto:donhasseltine@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*