



**EXECUTIVE DIRECTOR OF ADVANCEMENT MARKETING AND COMMUNICATIONS
UNIVERSITY OF COLORADO BOULDER**

Boulder, Colorado

<https://colorado.edu>



The Aspen Leadership Group is proud to partner with the University of Colorado Boulder in the search for an Executive Director of Advancement Marketing and Communications.

The Executive Director works at a strategic level, partnering with advancement colleagues in understanding marketing and communications needs and goals for fundraising and engagement and, in turn, developing messaging, storytelling, and strategies for measurable success. The Executive Director will lead a team of marketing and communications professionals who develop marcom strategy for the Office of Advancement. Relying on national best practices, they will be the primary catalyst in creating and establishing an overall communication plan for the Advancement Division at CU Boulder. The Executive Director will be an excellent writer and editor and a strategic thinker who has a keen ear for story and an understanding of how to inspire donor and volunteer engagement across diverse audiences. An ability to collaborate and build relationships is key, as is the capacity to grasp quickly the culture and values of the University of Colorado Boulder community.

As one of 34 U.S. public research institutions belonging to the prestigious Association of American Universities (AAU)—and the only member in the Rocky Mountain region—the goal of the University of Colorado Boulder is to directly affect Colorado communities through collaborative research, innovation, and entrepreneurship. Its faculty, staff, and students work with the broader community to establish unique connections that have lasting outcomes both across Colorado and around the world. Positive impact is enhanced when great ideas merge with ambitious goals. At CU Boulder, students, faculty, and staff are provided with the tools they need to create a community of thinkers and doers who can benefit humanity locally, nationally, and abroad.

A CU Boulder education is more than simply earning a degree. The value lies in the experience, perspective, and opportunities that are gained along the way. At CU Boulder, students are encouraged to create customized educational paths in an inclusive academic community so students can merge their passions with their skills, all the while reinforcing their connections to each other and their commitment to improving local and global communities.

Inventive thought and bold ideas often lead to exceptional impact. Because of this, CU Boulder encourages its students, staff, faculty, and community to work together on visionary projects. As one of the nation's top 20 entrepreneurial universities, CU Boulder finds that its best endeavors originate in an encouraging and ambitious environment. With a mission to serve the residents of Colorado, people are at the center of the University's actions and scholarly endeavors.

REPORTING RELATIONSHIPS

The Executive Director of Advancement Marketing and Communications will report jointly to the Assistant Vice Chancellor and Executive Director, CU Alumni Association and the Assistant Vice Chancellor for Academic Affairs in the Office of Advancement and supervise a marketing and communications team of 20 to 30 professional full time staff as well as contract and temporary employees.

PRINCIPAL OPPORTUNITIES

The University of Colorado Boulder is currently embarking on the planning phase of a new comprehensive campaign for the Boulder campus. This will be the first campus-level campaign in CU Boulder's history, with the public launch anticipated in 2021, concluding in 2026 - 2027 coinciding with the campus' sesquicentennial anniversary. The sesquicentennial campaign will have philanthropic goals, constituent engagement goals as well as 'cultural goals' related to increasing internships, job prospects, networking relationships, leadership, and volunteer engagement. This will be the first comprehensive campaign since the campus participated in the system-wide "Creating Futures" campaign, which raised over \$1.5 Billion for the four-campus system between July 1, 2006 and September 30, 2013.

The Executive Director will drive strategy and direction for advancement marketing and communications to meet existing goals and anticipate needs during a coming comprehensive campaign, aligning messaging across units and making strategic use of various digital and print communications vehicles and channels.

PRIMARY RESPONSIBILITIES

The Executive Director of Advancement Marketing and Communications will

- in partnership with the Advancement leadership team, develop and implement a strategic plan for advancement communications to meet existing goals and anticipate needs during a coming comprehensive campaign, aligning messaging across units, and making strategic use of various digital and print communications vehicles;
- with counsel and direction from the Advancement leadership team, engage and evolve Advancement's partnership with the Office of Strategic Relations, marketing and communications colleagues in the CU System Advancement office, and other communications professionals at CU Boulder;
- integrate marketing and communications to ensure optimum participation and engagement from external constituencies in support of University priorities and initiatives;
- determine target constituent markets and develop marketing goals, objectives, and strategic plans;
- provide consistent, ongoing communications expertise and guidance to colleagues in the Office of Advancement, participating in the development of campaign strategy and helping to lead the development of all Advancement communications;
- serve as chief liaison between Advancement Marketing and Communications and the larger Advancement division, ensuring quality and consistency of service from Advancement Communications, sharing information, strategy, and messaging with

- colleagues in Advancement, and coordinating projects from Advancement through Advancement Marketing and Communications;
- ensure editorial consistency, quality, and impact across all communication efforts created for the University's internal and external audiences, such as executive communications, print, digital, visual, and special initiatives;
 - effectively translate the University's world-class research and educational initiatives, in extremely compelling and exciting ways, to successfully inform and engage the University's wide variety of constituents;
 - with the goal of expanding the base of interested and committed constituents, analyze identified constituencies and translate constituent needs and priorities into targeted marketing and communications strategies to create, enhance, and sustain relationships with the University;
 - create and implement initiatives designed to inform and motivate the University's constituents and enhance public perception of the University;
 - advise and assist colleagues throughout the division with social media and web needs including developing a comprehensive strategy for all digital communication assets;
 - in partnership with colleagues in Advancement and Strategic Relations, develop and implement strategies for social media and web communications for advancement; and
 - oversee an Advancement Communications team that will be responsible for developing content in support of special projects and Advancement-related events, including but not limited to Chancellor remarks and talking points; communications projects for Reunion, alumni e-newsletters, writing alumni award citations, and web content photography, video, and multimedia needs; invitation and program content; social media coverage; and media relations.

KEY COLLEAGUES



Ryan Chreist

Assistant Vice Chancellor and Executive Director, CU Alumni Association

Ryan Chreist oversees CU Boulder's outreach efforts to engage more than 250,000 alumni worldwide through the Forever Buffs initiative, helping to build affinity and engagement, and finding ways to harness their pride and loyalty to create advocacy and involvement. He oversees a staff of 30 and leads all alumni operations, communications, and events planning.

Ryan has a long history of service to his undergraduate alma mater. Prior to joining the Alumni Association in 2013, he worked in the Office of Admission where he oversaw the recruitment of prospective students in the U.S. and internationally, the implementation and integration of IT systems used in admissions and processing of all undergraduate and graduate applications. He worked for the CU System offices from 2007 to 2010 as a member of the Student Information System implementation team and led the design team responsible for the new admission application, customer relationship management system, and recruitment portal.

Ryan was a 2012 recipient of the Alumni Association's Robert L. Stearns Award, which recognizes members of the faculty and staff for extraordinary achievement in one or several of the following areas: teaching, service to the university, work with students, research or off-campus service. He holds a Master in Public Administration from the University of Colorado

Denver. His dedication to the community extends well beyond the university. Since 2002, he has served as a volunteer firefighter and emergency medical technician with the Louisville Fire Protection District.



Derek Bellin

Assistant Vice Chancellor of Advancement

Derek Bellin joined CU Boulder Advancement as Assistant Vice Chancellor of Advancement in May 2017. Derek brings deep experience in supporting the success of advancement, marketing, and communications organizations from leading research-intensive universities. After graduating from the University of Vermont, Derek began his career in commercial banking and asset management, but soon transitioned to advancement at Stanford University. He then served in progressively responsible roles at Sierra Club, Columbia, and Case Western Reserve universities, and Lahey Health. He also adds perspective gained as a talent and campaign consultant with Freeman Philanthropic Services. Derek's experience includes directing five comprehensive campaigns ranging from \$100 million to \$2.85 billion.

At CU Boulder Advancement, Derek is responsible for partnering with the provost, deans, faculty, assistant deans, and others in achieving their advancement goals and planning for successful participation in our anticipated sesquicentennial campaign.



Deb Coffin

Vice Chancellor for Advancement

Deb Coffin is serving as the Vice Chancellor for Advancement at the University of Colorado Boulder. Her career in higher education spans thirty-five years, including fifteen years at CU Boulder. As a member of the Chancellor's leadership team for the past six years, Deb has extensive knowledge of the inner workings of the University and has helped develop partnerships across colleges, departments, and administrative units. Through her work in Student Affairs, she worked closely with students and parents to strengthen programs and services that support student success.

During her tenure as Vice Chancellor for Student Affairs and in partnership with the Campus Programs/Parent Giving office, support to the parent fund quadrupled in just four years and also increased parent donor engagement across the University. Through development of the Parent Leadership Society a loyal donor organization evolved to not only raise funds but to provide input on how to elevate the success of this world class university. Deb has spent years cultivating relationships with students and parents as well as alumni, faculty, and staff. She has been a tireless advocate of the University and its constituents during her career at CU Boulder. Deb believes in the power of education and as a first generation college student, understands the challenges and rewards of pursuing degrees in higher education.

Deb is married to CU alumnus Randy Coffin (EBIO, '80) and is also the proud mother of a 2012 CU graduate. She received her bachelor's degrees in Community Health ('77) and Biology Education ('85), and her master's degree in Communications ('93) from the University of Northern Colorado and served in the United States Peace Corps following graduation. Deb and Randy have two adult children and two grandchildren. They have been loyal donors to the University of Colorado Boulder.



Angela Farone

Associate Vice Chancellor for Advancement

Angela Farone grew up in Boulder. She is an alumna of the University of Colorado Boulder—B.A. ('90)/M.A. ('99).

Angela's career in higher education development spans 16 years. Her experience includes strategic messaging, program development, fundraising leadership and management, volunteer recruitment, capital campaigns, and fundraising from annual funds to major gifts. After a wonderful five years in Major Gifts at Naropa University, Angela was thrilled to return to her alma mater in January 2007 as Associate Director of Development for the College of Arts and Sciences. Starting in 2009, Angela led the Parent Giving and Campus Programs office. Angela, Vice Chancellor Deb Coffin, and many dedicated volunteers and a tremendously committed staff led the CU Boulder Parent Fund to quadruple over 5 years and created the Parent Leadership Society. The group's momentum continues to attract more families every year. Angela has also been an active member of the Advancement Team working on international fundraising efforts.

Angela has a son who recently graduated from college.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Executive Director of Advancement Marketing and Communications should have

- proven experience leading and managing teams of comparable size providing marketing and communications services in a complex, multi-unit, research-intensive environment;
- excellent writing and editing skills and the possession of exceptional interpersonal communication skills including speaking, listening, and understanding skills;
- expertise and facility with development writing, e-marketing, social media, and web communications;
- a demonstrated portfolio of marketing and communications success, and experience building a brand;
- a sophisticated understanding of the use of photography, video, and multimedia and the ability to direct such projects from start to finish, including providing art direction;
- proven success collaborating with and advising/guiding diverse teams;
- a mission-driven, self-motivated temperament and dedication to contributing to a team and being of service to colleagues and the institution broadly;
- strong organizational skills and a high degree of individual and team accountability;
- exceptional standards for quality of work, integrity, and responsibility; and
- a strong aptitude for and proven track record of strategic thinking and the use of metrics in developing strategy, assessing effectiveness, and achieving goals.

A Bachelor's degree is required for this position as is a minimum of seven years of experience in communications, marketing, or development with experience in higher education highly desirable. A Master's degree is preferred.

SALARY & BENEFITS

University of Colorado Boulder offers a competitive salary and benefits package.

LOCATION

This position is located in Boulder, Colorado. Residents of Boulder enjoy pristine natural surroundings that provide opportunities to hike, fish, bike, and rock climb. The 2016 Gallup-Healthways Well-Being Index named Boulder the “Best Community for Physical Well-Being” and Lumosity ranked it one of the “Smartest Cities in America.” Boulder is home to the highest percentage of people with advanced degrees in the United States. The communities around Boulder are family friendly with a large inventory of housing and good schools all within easy driving distance to campus.

DIVERSITY AND INCLUSION

CU Boulder embraces the involvement of every student, staff, and faculty member, recognizing that a truly diverse community includes individuals from a range of ethnic, regional, cultural, economic, and religious backgrounds—as well as first-generation students, persons with disabilities, students who are parents, people of different sexual and gender orientations, people of different ages and political viewpoints, and many others.

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 Tim Child:

timchild@aspenleadershipgroup.com.

All inquiries will be held in confidence.

