

ASPEN LEADERSHIP GROUP

ASSOCIATE VICE PRESIDENT, STRATEGIC MARKETING AND COMMUNICATIONS
SAN FRANCISCO STATE UNIVERSITY
San Francisco, California
[San Francisco State University](http://www.sfsu.edu)



The Aspen Leadership Group is proud to partner with San Francisco State University in the search for an Associate Vice President, Strategic Marketing and Communications.

The Associate Vice President, Strategic Marketing and Communications will lead efforts to elevate the university's profile and steward its reputation with global, national, and regional news media; prospective students and their families; and other influencers. The Associate Vice President will coordinate and manage internal campus-wide communications, and in collaboration with the President, Vice President for University Advancement, and other administrative and academic leaders will guide the development and implementation of strategies and activities that enhance the university's visibility, promote and protect its brand and reputation among external and internal constituents, and ensure strategic alignment among all external and internal communications deployed across multiple platforms and channels. Partnering with stakeholders and leaders across campus, the Associate Vice President is the guiding architect of the university's efforts to increase enrollment, raise awareness of the university, promote its reputation, and inspire alumni and donors.

The Associate Vice President is relied upon to collaborate with and advise academic deans, colleagues in Student Affairs and Enrollment Management, and other academic and administrative units on marketing and communication initiatives that position SF State as a desirable destination for students, faculty, and staff. This includes conceiving, planning, initiating, and ensuring the effective implementation of campaigns and activities that increase awareness and visibility of the university's academic, research, and service initiatives and showcase its outstanding faculty, staff, students, and alumni.

San Francisco State is a large comprehensive urban university located in an unusually vibrant and beautiful city with a rich intellectual and cultural life. The university has distinguished itself as an active center of academic scholarship, creative innovation, and civic involvement. Through its six academic colleges, San Francisco State offers undergraduate and graduate instruction for professional and technical careers as well as a broad liberal arts education. San Francisco State is a culturally diverse campus that is part of the 23-campus California State University system. San Francisco State offers: bachelor's degrees in 77 academic areas with an additional 48 areas of concentration, master's degrees in 63 academic areas with an additional 41 areas of concentration, along with 16 credential programs and 42 undergraduate and graduate certificate programs. In addition, San Francisco State offers a Doctorate of Education (Ed.D) in Educational Leadership, Ph.D. in education, with a concentration in special education jointly with UC Berkeley; and a joint Master of Science in Physical Therapy leading to a clinical doctoral degree (D.P.T.) and a research doctorate for licensed physical therapists (DPTS) jointly with UC San Francisco.

REPORTING RELATIONSHIPS

The Associate Vice President, Strategic Marketing and Communications will report to the Vice President, University Advancement Jeff Jackanicz and be a key member of the Vice President's leadership team. The Associate Vice President will lead a team of ten full-time staff and several student workers and interns, collectively comprising an integrated strategic communications and marketing unit. The Associate Vice President will serve on the campus emergency operations management and university budget committees and serve on other university task forces, advisory committees, and boards as appropriate.

PRINCIPAL OPPORTUNITIES

Joining San Francisco State offers the incoming Associate Vice President, Strategic Marketing and Communications a career-defining opportunity to make a lasting difference in public higher education. From the engaged leadership of the university's new President, Lynn Mahoney, to our having successfully completed the university's first comprehensive campaign, a confluence of factors makes this an exceptional time to join our community in a leadership role. SF State has always been an engaged campus, with a proud historical commitment to social justice, academic innovation, and inclusive excellence, but we're now undertaking an ambitious effort to grow, deepen, and affirm our identity as "the City's university" for San Francisco and the surrounding Bay Area. SF State is surrounded by robust private, non-profit, and public sectors that are home to the country's leading technology companies, top-tier cultural institutions, legacy-making advocacy organizations – all of which are populated by legions of the university's alumni and friends.

There are a multitude of opportunities to craft and promulgate positive narratives about the university to a range of constituencies. SF State has long stood for bold approaches to advancing social justice, socio-economic mobility, entrepreneurial leadership, and creative innovation. With an undergraduate population that is 82% students of color and 31% the first in their families to go to college, we are proud to serve and to graduate students who are equipped to be the leaders, creatives, and innovators called for by these extraordinary times in which we live. As enrollment management emerges as a key area of focus, this position has a crucial opportunity to guide the university in making a compelling case to prospective students and their families about the caliber, value, and advantage of an SF State education.

We are also leveraging the successes of our recently-concluded \$150 million BOLD Thinking Campaign, which was completed a year ahead of schedule and in excess of its goal. More than 20,000 donors joined SF State in helping us raise \$156.7 million for our exceptional students, our extraordinary faculty, and the ambitious programs and facilities that help make their achievements possible. With a new facility for our College of Liberal and Creative Arts and two new dormitories opening this coming academic year, we have tangible evidence of the university's forward momentum. With a state-funded new science building breaking ground next year, this momentum will only continue and increase. These developments – as well as our faculty's consistent relevance as timely experts in a range of areas – represent strong opportunities to advance the university's prominence and visibility in national, regional, and local media.

Lastly, there's an added depth to this opportunity due to the current moment in which we find ourselves, as we navigate the overlapping challenges of an ongoing pandemic that has laid bare our profound racial and economic inequities, and a degree of political and civic divisiveness perhaps not seen for generations. SF State has consistently graduated students who reflect the strength we find in diversity, and who embark on career paths that bolster equitable economic growth, technological and cultural

innovation, and public service. Our Strategic Marketing and Communications team embodies and reflects this commitment, and the next Associate Vice President, Strategic Marketing and Communications at SF State has the chance to lead and learn with these colleagues as we engage the full range of our constituencies and secure their partnership in a great shared endeavor.

–Jeff Jackanicz, Vice President, University Advancement

PRIMARY RESPONSIBILITIES

The Associate Vice President, Strategic Marketing and Communications will

- guide the efforts of a team of integrated communications and marketing professionals;
- develop and implement a strategic communications program that reflects the insights, needs, and input of a highly diverse, intellectually sophisticated, and actively engaged university and surrounding community;
- market and communicate initiatives supporting student enrollment and retention; philanthropy, alumni, and constituent engagement; community and government relations; major university events; and internal communications;
- lead and support a campus-wide marketing and communications framework for student recruitment and retention that support the university's enrollment goals, in close collaboration with Student Affairs and Enrollment Management;
- promote the university's mission and distinctions to multiple constituencies while ensuring consistent adherence to university brand guidelines and identity standards;
- understand, identify, and develop an appropriate mix of communication platforms including digital platforms and mobile applications;
- identify and implement strategies and programs that inform internal audiences and enhance their engagement in and support of strategic university priorities;
- in collaboration with the Director of Communications in the President's Office, offer strategic reputation counsel to university leaders and others, and help address crises and/or reputational challenges;
- serve as the campus's primary liaison to the strategic communications and public affairs team in the office of the CSU Chancellor;
- collaborate closely with colleagues in development and alumni relations to support communications targeting alumni, as well as prospective and current donors;
- manage major communications assets including the university magazine, electronic newsletters, annual reports, and enterprise-level digital platforms including websites and social platforms, and development of content appropriate to each medium;
- lead proactive media relations programs and ongoing interaction with regional, statewide, national, and global media; and
- cultivate appreciation for strategic communications across a large, complex, decentralized campus community and collaboratively and intentionally engage stakeholders in communications and marketing strategy.

UNIVERSITY LEADERSHIP



Lynn Mahoney, PhD
President, San Francisco State University

Lynn Mahoney serves as the 14th president of San Francisco State University, one of the nation's premier urban comprehensive universities. She leads more than 3,900 faculty and staff as they serve a student population of nearly 30,000. The first woman appointed to serve as the university's President in a permanent capacity, Mahoney succeeded Leslie E. Wong, who retired in July 2019.

Mahoney has spent her academic career working on issues related to enhancing student learning and faculty success and is committed to providing San Francisco State students with an exceptional educational experience. "Throughout her career, Dr. Mahoney has been dedicated to student success and has made a profoundly positive impact on the lives of tens of thousands of students across the CSU," said CSU Trustee Rebecca Eisen, chair of the SFSU search committee. "She is the type of bold thinking leader who will continue to elevate SFSU."

Approximately 8,500 students graduate from SF State each year and the Gator alumni family is more than 321,000 strong. The University's distinguished alumni can be found in virtually every walk of life. Their accomplishments include 21 Pulitzer prizes, 16 Oscars, the invention of the microprocessor, and (jointly with SF State faculty) the discovery of the first exo-planets beyond the solar system.

Prior to her appointment at SF State, Mahoney served as Provost and Vice President for Academic Affairs at California State University, Los Angeles. Earlier in her career, she served as the associate vice president for Undergraduate Studies and Interim Vice Provost & Dean of Undergraduate Studies at California State University, Long Beach. Mahoney served in a variety of leadership roles at Purchase College, State University of New York, including Associate Provost for Integrative Learning and Vice President for Student Affairs.

President Mahoney has been recognized for her work in support of student success and academic excellence by the CSU Long Beach Office of Students with Disabilities, the Purchase College Student Government Association, and the United University Professions.

Mahoney received a bachelor's degree in American Studies from Stanford University and a Ph.D. in History from Rutgers University. She is the author of *Elizabeth Stoddard and the Boundaries of Bourgeois Culture* and has lectured extensively on the construction of whiteness in the U.S. and the construction of gender globally.

KEY COLLEAGUES



Jeff Jackanicz, PhD
Vice President, University Advancement

Jeff Jackanicz is Vice President of University Advancement, the division responsible for creating awareness and raising private support for SF State's academic, research, and public service missions. Related to these duties, he is also President of the SF State Foundation, the university's organization of extraordinary and dynamic volunteers dedicated to raising funds for and advocating on behalf of SF State. Jackanicz joined SF State in 2020, with nearly two decades of experience and demonstrated success in helping universities advance their missions via fundraising, alumni relations, constituent

communications, and partnership development. Before his arrival at SF State, he served as Vice President of Institutional Advancement at Mills College in Oakland, leading all aspects of the college's advancement efforts in support of its commitments to academic excellence, women's education, and social justice. Prior to Mills, Jackanicz spent over a decade at UC Berkeley in a range of advancement leadership positions, leading teams and securing support on behalf of the university's research, teaching, and public service missions. He earned a B.A. in English from the University of Chicago and a Ph.D. in English from the University of Texas at Austin.



Nicole Lange

**Associate Vice President, University Engagement & Protocol,
Interim Associate Vice President, Alumni Relations**

Nicole Lange has over 18 years of experience in special event planning and production, donor stewardship, corporate and foundation relations, business etiquette and protocol. She is currently the Associate Vice President for University Engagement & Protocol at SF State. There she manages a team of event professionals to produce or advise on over 60 events a year including board meetings, donor cultivation salons, gala celebrations and alumni gatherings. Lange personally oversees the university's Commencement ceremony held at Oracle Park (formerly AT&T Park) with over 30,000 guests and graduates in attendance. Prior to joining SF State, Lange worked for the San Francisco Chamber of Commerce as the Director of Special Events. There she lead the planning, budgeting and marketing efforts for all major annual fundraising events including the Excellence in Business Awards, annual legislative trips to Washington D.C. and best practices trips to major cities including Seattle, Austin, Chicago and San Diego. Her career also includes managing special events, grant writing and corporate relations for Meals on Wheels of San Francisco, the Cystic Fibrosis Foundation and the American Lung Association of the East Bay. Lange received her degree from San Francisco State University and her protocol training from The Protocol School of Washington; she is an alumna of Leadership San Francisco, class of 2013. She is a long-time resident of San Francisco where she moved after growing up in California's central valley.



Venesia Thompson-Ramsay,

Associate Vice President, Advancement Operations

Venesia Thompson-Ramsay is the Associate Vice President for Operations for the Division of University Advancement at SF State and serves as Secretary and Chief Financial Officer for the San Francisco State University Foundation. Thompson-Ramsay heads the Advancement Services & Operations unit. She oversees the day-to-day operations of the Division and Foundation, including budget and finance, administration, IT, procurement, advancement services and gift processing, audit and risk management. Thompson-Ramsay has over 25 years' experience working in nonprofit and higher education settings. Prior to coming to SF State, Thompson-Ramsay served as Senior Director, Finance and Administration at Urban Habitat, a policy, advocacy, research nonprofit in Oakland, California. Prior to joining Urban Habitat, she worked as the Assistant Director of the Center for Urban Redevelopment and Education (CURE), an applied research and community outreach center based at Florida Atlantic University. Thompson-Ramsay earned a B.A. in Language and Linguistics from the University of the West Indies, Mona Campus, Jamaica and an M.A in Political Science from Florida Atlantic University. Thompson-Ramsay is an alumna of Leadership San Francisco, class of 2019 - a program of the San Francisco Chamber of Commerce.



Kimberly K. Brandon

Board Chair, San Francisco State University Foundation (2020 - 2021)

Kimberly K. Brandon has mapped a flourishing career in the field of financial services along with an extensive engagement in public service. She most recently served as Senior Vice President with The Brandon Group at Morgan Stanley, where she oversaw a portfolio of assets of high net worth individuals, foundations, endowments and public entities. Brandon joined the firm in 2004 from the Private Bank at Bank of America in San Francisco as a Private Client Manager. While at Bank of America, Brandon provided strategic investment management advice to ultra-high, net-worth individuals, foundations and endowments. Prior to joining the Private Bank at Bank of America, Brandon spent 13 years with Wells Fargo Bank working with high net-worth individuals. Brandon is a native San Franciscan and a graduate of San Francisco State University. She is a Distinguished Alumni who serves on foundation's Board of Trustees as Chair. She is also a member of the university's College of Business Development Council. She has completed Cannon Financial Institute's Certified Wealth Strategist Mastery Program and holds the Financial Industry Regulatory Authority (FINRA) Series 7, 63 and 66 licenses. She is very active in the San Francisco community with involvement in civic and political causes. She is the first African-American Woman to serve on the San Francisco Port Commission. The Port Commission oversees seven and one half miles of the most expensive real estate in the world that includes maritime, commercial and retail developments. Amongst its tenants are Oracle Park, the Ferry Building, Pier 39, and Fisherman's Wharf. Brandon was appointed by Mayor Willie L. Brown, Jr. in August 1997 and is currently serving as President in her sixth successful term on the Commission. Brandon also spends numerous hours serving the community on various nonprofit boards and is immediate past Chair of the Board of Trustees of the Museum of African Diaspora, an active board member of PACT, Inc., and San Francisco Grants for the Arts Advisory Panel. She also serves as the Chairwoman of Metta Fund, a private foundation supporting high-quality and innovative organizations to improve the health for all in San Francisco.

PREFERRED QUALIFICATIONS

San Francisco State University seeks an Associate Vice President, Strategic Marketing and Communications with

- a demonstrated capacity to lead and perform effectively in a fast-paced and complex organization;
- experience developing and executing successful integrated marketing and communication plans;
- experience advising and counseling senior institutional leaders on reputation issues;
- expertise or equivalent experience in marketing and communication strategies that are specific to student recruitment and retention;
- a demonstrated capacity to motivate, lead, nurture, and guide highly creative professionals and build a spirit of cohesive collaboration in a highly diverse work environment; and
- a proven ability to build positive relationships with internal and external constituents, including media, public agencies, and the community.

A bachelor's degree is required for this position as is at least eight years of senior-level experience in the communications/public relations field. A graduate degree is preferred.

DIVERSITY, EQUITY, AND INCLUSION

From the heart of a diverse community, San Francisco State University honors roots, stimulates intellectual and personal development, promotes equity, and inspires the courage to lead, create, and innovate.

San Francisco State is a major public urban university, situated in one of the world's great cities. Building on a century-long history of commitment to quality teaching and broad access to undergraduate and graduate education, the university offers comprehensive, rigorous, and integrated academic programs that require students to engage in open-minded inquiry and reflection. San Francisco State encourages its students, faculty, and staff to engage fully with the community and develop and share knowledge.

Inspired by the diversity of a community that includes many first-generation college students, and the courage of an academic community that strives to break down traditional boundaries, San Francisco State equips its students to meet the challenges of the 21st century. With the unwavering commitment to social justice that is central to the work of the university, San Francisco State prepares its students to become productive, ethical, active citizens with a global perspective.

SALARY AND BENEFITS

San Francisco State University offers a competitive salary and benefits package.

LOCATION

This position is located in San Francisco, California.

APPLICATION INSTRUCTIONS

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

To apply for this position, visit:

[Associate Vice President, Strategic Marketing and Communications, San Francisco State University.](#)

To nominate a candidate, please contact Anne Johnson:

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

All inquiries will be held in confidence.