



ASSISTANT VICE PRESIDENT FOR ADVANCEMENT MARKETING AND COMMUNICATIONS

STONY BROOK UNIVERSITY

Stony Brook, New York



Stony Brook University

The Aspen Leadership Group is proud to partner with Stony Brook University in the search for an Assistant Vice President for Advancement Marketing and Communications.

The Assistant Vice President for Advancement Marketing and Communications is the University's senior advancement marketing and communications leader. The Assistant Vice President will create, lead, and direct a comprehensive content and multi-platform communications strategy and direct marketing plan that supports Advancement priorities and objectives. The Assistant Vice President will serve as a senior leader, strategist, and partner with the Vice President and Senior Management Team and ensure integration and alignment both among Advancement units and in collaboration with University Marketing and Communications' goals, policies, and protocols. The Assistant Vice President will inspire creativity, collaboration, and positivity with key constituencies and ensure the highest standard of marketing and communications outcomes that support the University's philanthropic activities and engagement efforts. The Assistant Vice President will oversee internal and external communications for the division with the goal of enhancing and optimizing Advancement's visibility and reinforcing its mission and strategic priorities. As an integral member of the Senior Management Team, the Assistant Vice President will develop and promote a comprehensive communications and marketing strategy for Advancement and ensure the groundwork is laid for a successful comprehensive campaign to be launched in the near future.

Stony Brook University, widely regarded as a SUNY flagship, was established in 1957 as a college for the preparation of secondary school teachers of mathematics and science. The first campus was in Oyster Bay, Long Island, on the grounds of a former Gold Coast estate. In 1962, a new campus was built near the historic village of Stony Brook on land donated by local philanthropist Ward Melville.

Stony Brook University currently provides comprehensive undergraduate, graduate, and professional education of the highest quality while carrying out research and intellectual endeavors of the highest international standards that advance knowledge and have immediate or long-range practical significance. The University provides leadership for economic growth, technology, and culture for neighboring communities and the wider geographic region including state-of-the-art innovative health care, while serving as a resource to a regional healthcare network and the traditionally underserved.

Part of the State University of New York system, the University has grown tremendously and is now recognized as one of the nation's important centers of learning and scholarship — carrying out the mandate given by the State Board of Regents in 1960 to become a university that would “stand with the finest in the country.” *USA Today* ranked Stony Brook the [ninth most diverse](#) institution in the nation with a student population that identifies as 23.8% Asian, 10.3% Black or African American, 9.9% Hispanic or Latino, and 0.3% American Indian or Alaskan Native. Stony Brook ranked #17 among educational institutions in *Forbes'* list [America's 500 Best Employers for Diversity 2021](#). Stony Brook is also the home away from home for 4,436 international students from 103 countries.

REPORTING RELATIONSHIPS

The Assistant Vice President for Advancement Marketing and Communications will report to the Vice President for Advancement, Justin Fincher and serve as a member of the Advancement Senior Management Team. The Assistant Vice President will manage the Advancement Marketing and Communications team, including the Senior Director of Communications and additional staff.

STONY BROOK UNIVERSITY'S COMMITMENT TO EQUITY, INCLUSION, AND DIVERSITY

Having a more diverse community of students, faculty, and staff directly connects to Stony Brook University's mission, which states that it must strive to fulfill its objectives of high-quality comprehensive education at all levels while providing leadership in economic growth and state-of-the-art healthcare for the region, and do so in the context of celebrating diversity and positioning the University in the global community. Ensuring a broad definition of diversity further deepens that connection to the mission. Accordingly, the [Stony Brook University's Plan for Equity, Inclusion, and Diversity](#) includes diversity of race, ethnicity, religion, age, ability, veteran status, socioeconomic status, gender identity and expression, sex and sexual orientation. Diversity of perspectives, thought, and understanding serve as a foundation of Stony Brook's educational enterprise and helps its students become citizens of the world. Focused efforts must be made to recruit and retain a more diverse faculty group across the disciplines. Similar effort is needed to recruit and retain a more diverse professional staff and student body.

As noted in the 2015 SUNY Diversity, Equity, and Inclusion Policy, "SUNY aspires to be the most inclusive State university system in the country. We will achieve this goal by striving to ensure that the student population we serve and the administrative staff and faculty we employ are representative of the diversity of our state. SUNY will identify diversity, equity, and inclusion as essential aspects of system and campus planning and as indispensable characteristics of academic excellence and the ongoing experience of every member of the SUNY community."

Stony Brook embraces this definition of excellence, and this plan, along with ongoing work, will bring the community closer to actualizing these aspirations.

PRIMARY RESPONSIBILITIES

The Assistant Vice President for Advancement Marketing and Communications will

- collaborate with members of the Advancement division to determine how to best leverage the skills, time, and talents of the Advancement Marketing and Communications team to support Annual Giving, Alumni Relations, Planned Giving, Corporate Relations, Donor Relations, and Talent Recruitment;
- prepare and implement a multi-year, multi-channel, and multi-faceted strategy including short- and long-term marketing campaigns to increase constituent engagement and philanthropic support including multi-year comprehensive and year-long direct mail/email campaigns, giving days, gift planning campaigns, stewardship initiatives, Senior Class Legacy campaigns, talent recruitment, and Alumni Relations events, services, and programs;
- build a cohesive digital marketing strategy that draws on industry best practices and establishes clear, relevant, and trackable metrics for webpages and web content, organic social media marketing, digital ads, and email marketing to achieve fundraising and engagement objectives;
- regularly report progress against goals to the Advancement Senior Management Team;

- develop a vision for greater constituent segmentation as well as increased personalization of content delivered across communication channels;
- implement automated marketing and communications processes and technologies to achieve operational efficiencies for a variety of stakeholders;
- recruit, hire, orient, supervise, oversee goal setting, and conduct performance appraisals for assigned staff;
- manage project consultants or contractors/vendors; and
- manage the team's budget, including the digital ad spend, ensuring that projects are executed efficiently and effectively.

LEADERSHIP AND KEY COLLEAGUES

Justin Fincher, PhD

Vice President for Advancement

Justin Fincher, PhD, serves as the Vice President for Advancement at Stony Brook University and Executive Director of the Stony Brook Foundation. Reporting directly to Stony Brook University President Maurie McInnis and serving as a member of her senior management team, Fincher provides leadership for the University's development and alumni relations operations.

Prior to joining Stony Brook in August 2021, Fincher was the Vice President for Advancement Strategy and Administration at The Ohio State University. He oversaw advancement's talent management, training, and human resources functions, as well as the organization's strategic planning and internal communications efforts. Fincher managed projects that spanned the entire organization, advised the Senior Vice President on policy and short- and long-range planning, and aligned resources and talent to advance the organization's strategic priorities.

Prior to Ohio State, Fincher held roles at Rutgers University and Johns Hopkins University where he led teams responsible for assessment and research, marketing and communications, talent management, and constituent engagement. A nationally published author, teacher, and scholar of leadership development, he studies the influences of mentorship, involvement, diversity, and organizational climate on one's sense of belonging and capacity for leadership.

He completed his master's degree in college student personnel and his doctorate in higher education administration at the University of Maryland-College Park. He holds a bachelor's degree in biology, with a focus on human behavior, from Rutgers University.

A.J. Nagaraj

Assistant Vice President for Advancement Strategy

A.J. Nagaraj is the Assistant Vice President for Advancement Strategy at Stony Brook University, where he leads cross-team strategy and innovation-related projects focused on leveraging national best practices along with data and analytics to enhance divisional effectiveness.

Prior to joining Stony Brook, Nagaraj served as Senior Consultant and Director with EAB, where he managed an advancement investment and performance benchmarking initiative for 10 private research universities, conducted best practice research on fundraiser performance management, and later launched the firm's first programs in the independent school and K-12 public school district areas. Before joining EAB, he worked in human capital strategy roles at the District of Columbia Public Schools and the Teach for America national office in New York City.

Nagaraj holds a masters of education from the Harvard Graduate School of Education, where he focused on education leadership and policy analysis, and a bachelor's degree in political science from the University of Southern California.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Stony Brook University seeks an Assistant Vice President for Advancement Marketing and Communications with

- a commitment to the mission of Stony Brook University – to provide comprehensive undergraduate, graduate, and professional education of the highest quality;
- an understanding of higher education, especially at large teaching and research institutions or other complex organizations;
- excellent interpersonal skills as well as exceptional verbal and written communication skills;
- experience collaborating with internal and external stakeholders;
- strong organizational skills with exceptional attention to detail;
- a creative approach to marketing and communications;
- the adeptness to work as a member of a team in a dynamic environment;
- experience working with a high degree of professionalism, integrity, discretion, and tact;
- experience successfully promoting a working environment that encourages creativity, efficiency, and receptivity to change; and
- experience effectively multi-tasking in a fast-paced, deadline driven environment with a high degree of accuracy and organization.

A bachelor's degree is required for this position as is at least seven years of professional marketing experience in a higher education or similar non-profit fundraising environment, including three years of supervisory experience.

SALARY AND BENEFITS

Stony Brook University offers a competitive salary and [benefits package](#).

LOCATION

This position is located in Stony Brook, New York. Stony Brook is a hamlet and census-designated place in the Town of Brookhaven in Suffolk County, New York, on the North Shore of Long Island. Stony Brook began in the colonial era as an agricultural enclave, and experienced growth first as a resort town and then to its current state as one of Long Island's major tourist towns and centers of education. In addition to Stony Brook University, the hamlet is also home to the Long Island Museum of American Art, History, and Carriages and the Stony Brook Village Center, a commercial center planned in the style of a traditional New England village. Stony Brook offers plenty of opportunities for recreational activities like fishing, diving, boating, and other water sports, as well as arts and cultural activities, including art openings and independent films. The entire hamlet is within the Three Village Central School District, a highly regarded system that is a prime attraction for families with school-age children.

Stony Brook University's campus is just miles from the renowned sailing waters of Long Island Sound and near the world-famous Atlantic Ocean beaches on Long Island's South Shore, the Hamptons, and Fire

Island, the quaint towns of Long Island's North Shore, and the numerous wineries on the island's East End. Stony Brook also is easily accessible to New York City and its world-famous museums, professional sporting and concert events, Broadway shows, and restaurants of every cuisine via an easy commute by car or mass transit. Similarly, Stony Brook is accessible via mass transit or car to the entire New York/New Jersey/Connecticut tristate area.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Stony Brook University as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Assistant Vice President for Advancement Marketing and Communications, Stony Brook University.](#)

To nominate a candidate, please contact Gregory Leet, gregoryleet@aspenleadershipgroup.com or Kim Farr, kimfarr@aspenleadershipgroup.com.

All inquiries will be held in confidence.