

# ASPEN • LEADERSHIP • GROUP

## **ASSOCIATE VICE PRESIDENT FOR MARKETING AND COMMUNICATIONS**

### **SANTA CLARA UNIVERSITY**

**Santa Clara, California**

<http://scu.edu>



The Aspen Leadership Group is proud to partner with Santa Clara University in the search for an Associate Vice President for Marketing and Communications.

The Associate Vice President for Marketing and Communications manages the planning and execution of an integrated program of university marketing and communications that enhances the University's image and identity and increases the awareness and understanding of the University and its programs both internally and externally.

The Associate Vice President must have a deep understanding of marketing principles, strategies and techniques, as well as techniques to assess the outcomes of marketing programs. Excellent critical thinking skills and the ability to analyze the meanings and implications of such data are essential. The Associate Vice President must also have a thorough knowledge of—and direct experience in—the creation and production of various types of communications materials—print, web and video, as this position oversees the personnel who produce these materials on behalf of the University.

The Associate Vice President will also possess the ability to move forward decisively and promptly on projects while at the same time gaining the needed support, buy-in, consensus, and perspectives that will lead to widespread stakeholder support of those projects. In order to accomplish this, the Associate Vice President will have a demonstrated ability to earn the respect of colleagues at all levels of the organization—peers, management, direct reports, fellow team members, and those with whom the Associate Vice President works as an influencer rather than as a supervisor. The successful candidate will have a demonstrated track record of exhibiting respect, civility, cooperation, and teamwork.

## **SANTA CLARA UNIVERSITY**

Since opening its doors in 1851, Santa Clara University has evolved and grown in ways that would have been unimaginable to its founders. Through the years, however, the University has remained faithful to the 475-year-old Jesuit tradition and to its core values of academic excellence; the search for truth, goodness, and beauty; engaged learning; commitment to students; service to others; community and diversity; and Jesuit distinctiveness.

Located in the heart of Silicon Valley, Santa Clara University blends high-tech innovation with a social consciousness grounded in the Jesuit educational tradition. The University pursues its vision to educate citizens and leaders of competence, conscience, and compassion and cultivate knowledge and faith, building a more humane, just, and sustainable world by creating an academic community that educates the whole person within the Jesuit, Catholic tradition, making student learning its central focus, continuously improving its curriculum and co-curriculum, strengthening its scholarship and creative work, and serving the communities of which it is a part in Silicon Valley and around the world.

## **THE OFFICE OF UNIVERSITY RELATIONS**

University Relations, comprised of the Development Office, Alumni Association, and Office of Marketing and Communications (OMC), builds Santa Clara University's excellence and character by strengthening relations with alumni, parents, and friends of the University, raising public awareness, and increasing private philanthropy, which supports the University's growth and reputation.

Santa Clara University's Office of Marketing and Communications provides strategic leadership for all aspects of marketing and communications at the University. The Office of Marketing and Communications assists the University's schools, academic departments, and administrative offices with outreach, visual branding, and media placement.

## **REPORTING RELATIONSHIPS**

The Associate Vice President for Marketing and Communications reports to the Vice President, University Relations.

## **PRIMARY RESPONSIBILITIES**

The Associate Vice President for Marketing and Communications will

- lead the strategic and operational planning of communications, marketing, and public relations activities of the Office of Marketing and Communications (OMC);
- ensure the message and graphic integration and consistency of the University's marketing efforts including print, advertising, video and web;

- lead and manage communication and marketing research, brand identity, internal communication, media relations, website development and maintenance, and outreach to constituent audiences through alignment of people, programs and processes with University and departmental priorities;
- understand and continuously use best measurement and evaluation practices;
- develop and present consistent, timely reporting on key internal and external performance indicators;
- advise the President and, as appropriate, other University leaders on specific issues/challenges in the area of communications and public relations;
- serve as liaison to the Board of Trustees Committee on Marketing;
- provide leadership in fostering a team approach to developing and implementing a comprehensive and integrated communications and marketing program for the University, its schools, colleges, centers and departments;
- assure alignment of OMC operations with appropriate priorities and assess effectiveness and impact of programs, projects, and publications;
- plan and manage budget and strategically allocate available resources, human and financial, to accomplish University priorities;
- contribute expertise to University officers, schools, colleges, centers and programs in designing and producing marketing strategies and collaterals;
- serve as a member of the President's Staff/Cabinet and the University Planning Council, as well as other University groups/committees as appropriate;
- provide leadership to and coordinate activities of employees performing marketing and communications functions across campus;
- oversee the design, production, and printing of all external publications of the University including the SCU Magazine, President's Annual Report/Honor Roll, and publications for various schools and centers of distinction;
- oversee development of the University's website and its visual brand and design;
- coordinate ongoing primary and secondary marketing research;
- establish and maintain external/media relationships and partnerships to further University goals and interests;
- serve as chief University media spokesperson;
- perform other duties as needed or assigned by the Vice President and President to fulfill departmental responsibilities;
- direct OMC staff with overall responsibility for hiring, assignment of responsibilities, and performance management; and
- supervise and manage performance of OMC staff consistent with the University's Strategic Plan and department goals and objectives.

## KEY COLLEAGUES



**Jim Lyons**

**Vice President for University Relations**

Jim joined the leadership team at Santa Clara University in October 2013, bringing nearly 30 years of experience in university leadership positions to his position as vice president of university relations. Under his leadership, SCU is celebrating this fiscal year as the most successful fundraising year in the 164-history of the University.

Jim came to SCU from University of Portland, where he served as vice president for university relations. Prior to his appointments in fundraising, he served as the University of Portland's dean of admissions, director of enrollment services at Sonoma State University, and interim dean of admissions at Seattle University.

Jim is currently a board member of Santa Clara Catholic Charities and the Silicon Valley Chamber of Commerce, a member of the Silicon Valley Leadership Group and the San Jose Rotary Club. Jim has an undergraduate degree in political science and public administration, and a master's degree in public administration from Seattle University. He and his wife Connie have four sons, and he loves to golf.



**Kathryn Kale**

**Assistant Vice President, Alumni Relations**

Kathy Kale is an undergraduate alumna of Santa Clara University and has served as the Assistant Vice President of Alumni Relations since August 2003. She is responsible for the strategic direction of the Alumni Association, the overall management of the Alumni Relations Office and Association Board of Directors, and the primary steward of the Alumni Family Scholarship program. Prior to returning to Santa Clara, Kathy spent 14 years in the high-tech industry and four years managing sponsorship and marketing for a women's professional soccer team.

In addition to her professional experience, she holds an MBA from San Jose State University and recently began a three-year term as presiding officer of the Association of Private College and University Alumni Directors (PCUAD). Kathy and her husband Jim live in San Jose and have two children ages 12 and 8.



**Katie Rohrer**

**Associate Vice President and Campaign Director**

Katie Rohrer joined Santa Clara University in January of 2014. As AVP and campaign director, she oversees parent giving and facilitates planning, management, operations, and marketing for SCU's comprehensive campaign. She previously led Santa Clara's major giving program.

Katie has more than 15 years of development and university relations experience within top-tier universities and national nonprofits. In her former post as executive director at the University of Oregon's Lundquist College of Business, she served as chief development officer for the College and managed a team of advancement professionals. Katie also contributed to several large institutional campaigns as a major gifts fundraiser for Stanford Graduate School of Business, Yale University, and United Way of Metropolitan Chicago. Additionally, she has held marketing and alumni relations positions at Northwestern University and the Aspen Institute.

Katie earned her MBA from Cornell University and a Bachelor of Science from the University of Michigan. Katie and her wife Jill live in Sunnyvale, California.



**Mike Wallace**

**Associate Vice President for Development**

In his role as the AVP for Development, Mike leads the University's fundraising efforts in the areas of major gifts, gift planning, annual giving, corporate and foundations relations, and donor relations/stewardship.

Prior to his appointment as AVP in 2011, Mike was the Director of the Santa Clara Fund. While at Santa Clara, Mike has led the implementation of a successful reunion giving program, driven the strategies behind reversing an eight-year decline in alumni participation, and the establishment of a collaborative community of fundraisers across campus. He came to Santa Clara University from Stanford University where he was the Associate Director of The Stanford Fund. Between 2002 and 2008, Mike served in a number of roles with The Stanford Fund's Reunion Giving program.

Mike earned his BS in Biology with a minor in Art at the University of California San Diego, in 1998. While at UCSD, he was a four-year member of the Cross Country and Track and Field teams. Mike is married to Elizabeth Wallace, and has two young sons, Liam (4) and David (1).



**Nancy Trish Calderon**

**Associate Vice President for Principal Gifts**

Nancy Trish Calderon launched the inaugural principal gifts program at Santa Clara University in 2012, where she drives strategy for SCU's top 200 prospects/donors. She works closely with the Vice President of University Relations, the President, and the Board of Trustees to manage the university's highest capacity relationships. She joined Santa Clara in 2004 and led SCU's development efforts for the next eight years.

Prior to her tenure at Santa Clara University, Nancy was co-founder and Vice President, Operations at Redleaf Group, Inc. Redleaf was a seed- and early-stage venture capital fund. Before Redleaf, she spent twelve years in high-tech sales and sales management for companies including IBM, Wang Laboratories, and Teradata. Nancy has a BA in Communications and Public Relations from Coe College. She and her husband, Frank, have four grown sons.

## **CANDIDATE QUALIFICATIONS AND QUALITIES**

The ideal candidate for the position of Associate Vice President for Marketing and Communications will have

- thorough knowledge of communication and dissemination techniques;
- significant experience in developing and leading quantifiable marketing efforts;
- expertise in all marketing functions, including marketing strategy/planning, direct marketing, event marketing, campaign marketing, collateral and video production, online and social media marketing, and traditional marketing channels and techniques;
- experience in budget development and management;
- understanding and appreciation of the mission of Santa Clara University and the vision and values of a Jesuit Catholic educational institution;
- proven leadership and interpersonal skills and proven success in developing and implementing short and long term organization-wide integrated marketing and communications strategies;
- imagination, energy, leadership, decision-making, and management skills to motivate and direct a large staff;
- sophistication in articulating vision, mission, brand, and goals across various media platforms, and integrity in professional communication;
- strong written and oral presentation skills;
- the ability to advance and communicate Santa Clara University's distinctive purpose to external and internal constituencies;
- ability to plan and implement organizational, administrative, and financial strategies and goals, including budget management; and
- understanding of and the ability to use qualitative and quantitative analysis in marketing communications efforts.

A Bachelor's degree from an accredited college or university is required for this position as is a minimum of ten years of progressively responsible experience in marketing, communications, and branding, five of which have been at a level demonstrating a strong background in management and leadership. An advanced degree is preferred as is previous experience in higher education.

## **SALARY & BENEFITS**

Santa Clara University offers an excellent and competitive benefits and compensation package.

## **LOCATION**

This position is located in Santa Clara, California. Santa Clara University's campus is in the heart of Silicon Valley and spans 106 lush acres with world-renowned gardens and state-of-the-art facilities all surrounding the University's iconic Mission. Santa Clara is located at the southern tip of the San Francisco Bay, adjacent to San Jose, the 10th largest city in the U.S., and just two miles from San Jose International Airport.

### **APPLICATION DEADLINE**

Before sending your résumé for this position, please read it over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

*To nominate a candidate, contact Anne Johnson: [anne.johnson@aspenleadershipgroup.com](mailto:anne.johnson@aspenleadershipgroup.com).*

### **EQUAL EMPLOYMENT OPPORTUNITY AND AFFIRMATIVE ACTION STATEMENT**

Santa Clara University is an Equal Opportunity/Affirmative Action employer, committed to excellence through diversity and inclusion, and, in this spirit, particularly welcomes applications from women, persons of color, and members of historically underrepresented groups. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity or expression, age, status as a protected veteran, status as a qualified individual with a disability, or other protected category in accordance with applicable law. The University will provide reasonable accommodations to individuals with a disability.

### **CLERY ACT CAMPUS CRIME STATISTICS**

Santa Clara University annually collects information about campus crimes and other reportable incidents in accordance with the federal Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act. To view the Santa Clara University report, please go to the Campus Safety Services website at <https://university-operations.scu.edu/campus-safety/campus-safety/crime-reporting/>. To request a paper copy please call Campus Safety at (408) 554-4441. The report includes the type of crime, venue, and number of occurrences.