



ASSISTANT VICE PRESIDENT
ADVANCEMENT COMMUNICATIONS, MARKETING, AND EVENTS
MIAMI UNIVERSITY
Oxford, Ohio
<http://MiamiOh.edu>



The Aspen Leadership Group is proud to partner with Miami University in the search for an assistant vice president, advancement communications, marketing, and events.

The assistant vice president, advancement communications, marketing, and events, a senior level staff member, will lead the university advancement division's brand development, promotion, and measurement, and direct a university-wide strategy to unify, optimize, and enhance capital campaign marketing and communications initiatives across administrative and academic units, including the office of the President. The assistant vice president will also serve as a member of the division leadership team, with responsibility for strategic planning and coordination with other university academic and administrative divisions.

The Miami University community is strongly defined by two things: its motto and the Code of Love and Honor. The university's motto, "Prodesse Quam Conspici," translates roughly as "to accomplish without being conspicuous." A former university president captured the spirit of that motto when he said, "The key to life is accomplishment, not boasting about it; we are known by what we do rather than what we claim." The Code of Love and Honor is a personalized pledge derived from the university's Values Statement. Its first line is "I am Miami," signifying that each and every member of the Miami community, through their choices, contributes to the collective aspirations and identity of the whole community.

Nationally recognized as one of the most outstanding undergraduate institutions in the nation, Miami University is a public university located in Oxford, Ohio. With a student body of nearly 18,000, Miami effectively combines a wide range of strong academic programs with the personal attention ordinarily found only at much smaller institutions.

Miami is distinguished by a faculty who love to teach and mentor students. The *U.S. News & World Report* rankings have recognized Miami as the highest public university in the United States in the category of "Strong Commitment to Undergraduate Teaching." Only 19 national universities are noted for such commitment. Miami has appeared on this short, elite list since the inaugural year of the rankings in 2009 and has been in the top three among public universities for six years in a row.

REPORTING RELATIONSHIPS

The assistant vice president for advancement communications, marketing, and events will report to the senior vice president for university advancement.

PRINCIPAL OPPORTUNITIES

Located just outside of Cincinnati, Oxford has been named by *Forbes* as the best college town in the United States. Greg Crawford is an energetic president in his third year who is both an entrepreneur and an academican. Miami actively engages its more than 213,000 alumni around the globe with several thriving chapters and programs like the annual Winter College and popular 18 of the Last 9 Young Alumni Awards. Its alumni and friends helped make the past two years the most successful fundraising years in the University's history, generating a record \$94 million in FY17 and the second highest total in University history, \$83.9 million, in FY18.

The university is preparing to launch an ambitious comprehensive campaign, and the assistant vice president for advancement communications, marketing, and events will play a critical role in meeting the campaign's goals and objectives. The assistant vice president will manage a growing staff responsible for advancement's IT staff, editorial services, writing, events, and project management.

PRIMARY RESPONSIBILITIES

The assistant vice president for advancement communications, marketing, and events will

- serve as a member of the leadership team of university advancement, providing strategic direction for the division and across academic and administrative units in support of Miami University's strategic and capital campaign goals in an effort to enhance the national reputation and branding of the Miami University Alumni Association and capital campaign;
- provide leadership, planning, management, execution, and evaluation of all aspects of marketing, data and analytics, communications, and event strategies for the division of university advancement;
- provide direction and project governance expertise to successfully manage all advancement communications (print and online) encompassing the Miami University Alumni Association, Annual Fund, Development, Stewardship and Donor Relations, the vice president's staff, capital campaigns, athletic campaign events, presidential donor and alumni events, and cross-divisional projects;
- work closely with the key staff in each of these areas to ensure effective and timely communications and the alignment of communications with divisional goals;
- partner with the senior vice president for university advancement on major projects and initiatives in support of departmental objectives and university department, college, and overall goals in capital campaign marketing, communications, analytics, and events;
- directly supervise, manage, motivate, and grow a team of professionals in the areas of print and online communications, brand marketing strategy, events, and information systems and analytics for university advancement;
- manage staff productivity through goal setting, prioritizing, budgeting, monitoring, and reporting;
- utilize findings, study national trends, and adapt best practices to assist in the development of programs and messaging to cultivate life-long relationships between Miami University and its alumni;

- encourage and promote collaboration, visibility, and involvement of advancement marketing, event, and analytics team members with their counterparts across campus;
- oversee the division's web presence, including the MUAA and development websites, as well as all related web activity, broadcast emails, and social media;
- serve as the staff liaison to the Foundation Board Communications Committee;
- represent the division on campus-wide communications committees;
- supervise relationships with external vendors and agencies, including advertising agency, print, and production vendors; and
- manage and track a sizeable budget and efficiently maximize resources.

KEY COLLEAGUES



Tom Herbert

**Senior Vice President for University Advancement
President, Miami University Foundation**

Tom Herbert was appointed Miami University's senior vice president for university advancement effective Oct. 1, 2012. In this position, Tom leads an advancement staff of over 105 in all areas of alumni relations and development. He is also the president of the Miami University Foundation. Before Miami, Tom was at Dartmouth College, where he held the position of associate vice president for individual giving until he was promoted to the position of vice president of development. Prior to his work at Dartmouth, Tom served in various roles at Indiana University, including executive director of development and alumni programs for the College of Arts and Sciences and vice president for university-wide programs at the Indiana University Foundation. He also served as the assistant vice president for development at the University of Michigan. Tom began his development career as a gift planning officer at Drake University in Iowa.

He is the co-author of a textbook on major and planned giving programs, and he has taught fundraising courses at Indiana University and Rice University. He is a frequent presenter at development conferences around the country for the Council for the Advancement and Support of Education (CASE) and at the Big Ten Fundraising Institute. He currently serves on the national board of the National Association of College and University Business Officers (NACUBO), the first development professional to do so. He also serves on the National CASE Commission on Philanthropy and is developing and chairing a CASE Management Institute.

Tom holds a bachelor's degree in history from Northwestern University and a Doctor of Jurisprudence with honors from Illinois Institute of Technology, Chicago-Kent College of Law. He is married to Kirsten Roberts and they have two sons, Zachary and Ethan.

**Brad Bundy****Senior Associate Vice President**

Brad Bundy is the senior associate vice president for the Miami University Division of University Advancement. He has been with the division since 2001 and was named an honorary Miami alumnus in 2013. Brad is responsible for overseeing the Office of Development and providing staff leadership for a development program that has generated \$165 million in private support for Miami over the past three years. Brad has more than 30 years of development and university advancement experience, including service to Ohio State University, Ohio Wesleyan University and the University of Cincinnati Medical Center. In addition to his professional experience, Brad recently began a two-year term as chairman of the board of directors for CASE District V.

He and his wife, Tammy, who received her M.A. from Miami, are the parents of Megan '09, Katelyn '12, Ryan '15 and Evan '18.

**Michele Gaither Sparks****Vice President, Chief Marketing, and Communications Officer**

Michele Gaither Sparks began her tenure at Miami University in July 2018 as vice president, chief marketing, and communications officer. In this role, Michele leads a team of nearly 40 individuals who work collaboratively to promote Miami through enrollment marketing, University branding, media relations, and licensing and trademarks. For more than 20 years, Michele has worked in marketing, public relations, and communications for higher education institutions.

Prior to coming to Miami University, Michele was vice president of marketing and communications at Transylvania University, a top 100 national liberal arts institution. In that role, she led a creative department that produced all public relations and marketing materials to promote the university. During her time at Transylvania, Michele spearheaded the brand recharge for the institution, which included market research, brand pillars and brand characteristic development, new logos and wordmarks, new athletics wordmarks and mascot development, as well as a complete website overhaul.

Prior to her time at Transylvania, Michele was the director of communications at the University of Kentucky's Gatton College of Business & Economics for nearly 10 years. Michele's extensive work in brand development, publications, website development, and social media have received numerous CASE and Press awards.

**Kim Tavares****Associate Vice President for Alumni Relations and University Advancement****Executive Director of the Miami University Alumni Association**

Kim Tavares MBA '12 is the associate vice president for alumni relations and university advancement and the executive director of the Miami University Alumni Association. She began at Miami as director for advancement communications in 2009. Kim oversees an alumni relations team of 15 in the areas of alumni engagement, programming and services for Miami University's more than 217,000 alumni around the world. Kim earned a

bachelor's degree in international affairs from the George Washington University and has nearly 20 years of experience in membership organization strategy, communications, and

management. She is an active member of both CAAE and CASE, and is currently serving for the third year on the CASE V District Conference Planning Committee.



Mackenzie Becker Rice

Assistant Vice President of University Advancement, Donor Engagement and Board Relations

Chief Administrative Officer of the Miami University Foundation and Director, Western College Alumnae Association

Mackenzie Becker Rice joined university advancement in June of 2004. A direct report to the senior vice president for university advancement, Mackenzie serves as the assistant vice president for university advancement, donor engagement, and board relations and chief administrative officer of the Miami University Foundation. In this role she manages gift administration, stewardship and donor relations, volunteer engagement as well as working closely with the Foundation Board. In addition to her administration work with the Foundation Board and university advancement, Mackenzie oversees the Western College Alumnae Association. Mackenzie graduated from Miami in 1999 with a BA in Speech Communication followed by receiving her JD from the University of Cincinnati College of Law in 2002. Mackenzie worked at the law firm of Manley Burke primarily practicing eminent domain and municipal law after passing the Ohio Bar exam prior to joining Miami. Mackenzie and her husband C.J. live in Liberty Township with their sons, Becker and Hudson.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of assistant vice president for advancement communications, marketing, and events should have

- outstanding oral and written communication skills;
- excellent organizational skills and attention to detail;
- an ability to problem-solve and deal diplomatically with challenging issues, situations, and people;
- proficiency in the use of Microsoft Office programs;
- exceptional organizational skills including the ability to simultaneously manage a large variety of tasks, set priorities, and manage the involvement of other staff;
- a commitment to strong customer service;
- an ability to deal with the pressure of deadlines;
- a willingness to work extra hours to meet occasional high-priority deadlines; and
- a willingness to travel and work nights and weekends as needed and to perform other duties as assigned.

A bachelor's degree is required for this position as is at least eight years of experience in strategic and management roles in communications, marketing or a related field within a complex decentralized organization. At least three years of experience in a direct management/supervisory role is required. Experience working in higher education or other non-profit is preferred as is an advanced degree.

SALARY AND BENEFITS

Miami University offers a competitive salary and a comprehensive benefits package. Benefits include health, dental, vision, life, and long-term disability insurance, tuition fee waiver, sick and

parental leave, paid vacation, and supplemental retirement plans. Miami University also offers biometric health screenings and an online health portal to fitness and nutrition programs and health coaching in partnership with TriHealth, Cerner Wellness, and UnitedHealthcare (UMR).

LOCATION

Miami University is located less than an hour outside of Cincinnati, Ohio. Many consider Miami's campus one of the most beautiful in America. Oxford has been rated by Forbes magazine as the "Best College Town" in the United States and poet Robert Frost once said Miami University in Oxford, Ohio was "the most beautiful campus that ever there was." Uptown Oxford is a pleasant walk from campus and home to boutiques, coffeehouses and unique restaurants.

DIVERSITY AND INCLUSION

Miami University, an EO/AA employer, encourages applications from minorities, women, protected veterans, and individuals with disabilities. Miami University does not discriminate on the basis of age, color, disability, gender identity or expression, genetic information, military status, national origin, pregnancy, race, religion, sex, sexual orientation or protected veteran status in its application and admission processes, educational programs and activities, facilities, programs or employment practices. Requests for reasonable accommodations for disabilities related to employment should be directed to ADAFacultyStaff@MiamiOH.edu or [513-529-3560](tel:513-529-3560).

Miami University's Annual Security and Fire Safety Report with information on campus crime, fires, and safety may be found at: <http://www.MiamiOH.edu/campus-safety/annual-report/index.html>. Hard copy available upon request. A criminal background check is required. All campuses are smoke- and tobacco-free campuses.

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 or learn more, please contact Tim Child:
timchild@aspenleadershipgroup.com.

All candidates are asked to complete their candidacy with a Miami University online application. To complete the application, visit:
<https://miamioh.hiretouch.com/job-details?jobID=6367>.

All inquiries will be held in confidence.



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