



**ASSOCIATE VICE PRESIDENT OF COMMUNICATIONS**

**CARNEGIE MELLON UNIVERSITY**

**Pittsburgh, Pennsylvania**

# Carnegie Mellon University

The Aspen Leadership Group is proud to partner with Carnegie Mellon University in the search for an Associate Vice President of Communications.

The Associate Vice President of Communications will serve as the university's chief content leader, with primary responsibility for identifying and articulating the stories that capture and bring alive this remarkable institution, coordinating the channels through which those stories are told, and ensuring execution at the highest level. The Associate Vice President will oversee efforts to tell strategic, high-impact stories through external media, especially major national and international outlets.

The Associate Vice President will be a senior leader within the University Communications and Marketing Division, and a key coordinator and leader among other communicators across the university, developing a comprehensive content strategy while raising standards and developing talent. The Associate Vice President will deliver content and communications that are creatively and strategically implemented for maximum impact across a variety of audiences. The Associate Vice President will partner closely with a new Associate Vice President of Marketing to create, guide, and measure fully integrated marketing-communications strategies and campaigns.

The University Communications and Marketing Division (UCM) at Carnegie Mellon leads and coordinates strategic communications and marketing, raising the institution's global visibility, and deepening its reputation as one of the world's great universities. It tells the university's stories through its rich array of tools and platforms; cultivates ambassadors among CMU's extended global community; and builds strong relationships with influential audiences through a variety of traditional and new tactics. It improves the CMU experience for faculty, staff, students, and alumni by facilitating clear communication within the university community.

Additionally, the division provides leadership, partnership, and coordination for communications and marketing staff across campus, collaborating with other offices, colleges, schools, and departments. It helps articulate and highlight the distinctive excellence of CMU and its broad and deep impact on the human condition. With its world-leading strengths at the intersection of technology and humanity, CMU's research, innovation, and creativity will help shape the 21<sup>st</sup> century. In the context of CMU's remarkable distinction and momentum, it seeks an Associate Vice President of Communications with the skills to ensure the institution's global reputation matches the excellence of its people, programs, and partnerships. It seeks a highly innovative, national leader to help re-envision its strategic communications work.

It is an exciting moment to be joining the Carnegie Mellon community. Founded by Andrew Carnegie, Carnegie Mellon University has been a birthplace of innovation since its founding as an engineering and fine arts school in 1900. It has soared to national and international leadership in higher education and research, especially since 1967 when the Carnegie Institute of Technology merged with the Mellon Institute for Industrial Research to form Carnegie Mellon University. CMU made an early commitment to computer science and information technology, where the university continues to advance discovery and impact. CMU is renowned for its blend of technical rigor and creativity, for its commitment to solving real-

world problems, and for its strength in interdisciplinary collaboration. Its alumni have earned distinction around the globe – from Nobel Prize and Turing Award recipients to Tony and Oscar winners, from Wall Street investors to Silicon Valley entrepreneurs, and from world-renowned educators to pioneering researchers.

Carnegie Mellon is ranked as 28<sup>th</sup> among global research universities, according to the *Times Higher Education World University* rankings, 25<sup>th</sup> in *U.S. News and World Report*, and 20<sup>th</sup> in *The Wall Street Journal/Times Higher Education U.S. College* rankings. Many of its schools and departments maintain top five national and international rankings.

Beyond its Pittsburgh campus, Carnegie Mellon University's global presence includes campuses in Silicon Valley, Qatar, and Rwanda, and degree-granting locations in Los Angeles, New York City, Washington, DC, Australia, and Portugal, as well as numerous other research and educational partnerships around the world.

CMU's tenth President, Farnam Jahanian, was appointed in 2018. He is a computer scientist, entrepreneur, and academic leader. President Jahanian's priorities include enrichment of the student experience; providing fresh resources for the fine arts; accelerating work in foundational sciences from the application of machine learning and data science; and supporting a broad array of research in technology and the impact of such innovation on humanity.

## **REPORTING RELATIONSHIPS**

The Associate Vice President of Communications will report to the Vice President for University Communications and Marketing, Nicholas Scibetta. The University Communications and Marketing Division (UCM) at Carnegie Mellon, which consists of 60 members, leads and coordinates strategic communications and marketing, raising the institution's global visibility, and deepening its reputation as one of the world's great universities.

## **FROM THE VICE PRESIDENT**

*The search for an Associate Vice President of Communications comes at an incredibly exciting time at Carnegie Mellon. With full support and partnership from the President, Provost, Deans, and senior leaders in the administration, the Division of University Communications and Marketing is actively building our path forward. The AVP of Communications will join a collaborative and passionate team who are dedicated to CMU's mission and who are excited about our future.*

*The AVP of Communications will bring innovative, senior-level experience conceiving integrated strategic communications that advance an organization's reputation. They will play a critical role in building and establishing a vision and direction for communications, while developing and executing a comprehensive strategy to advance CMU's brand and reputation locally, regionally, nationally, and globally. This role will also serve as a liaison between University Communications and Marketing and our academic and administrative partners as we work together to amplify the CMU brand, elevate and unify storytelling across the university, and strengthen the university's brand among new and existing audiences and stakeholders.*

*This position will have direct oversight of a number of departmental functions – content, strategic communications, social media, and internal, external, and research communications – and will play a key leadership role across all aspects of the University Communications and Marketing organization. To succeed, the AVP will be a team player, builder, and partner, in addition to being extremely adept at leading through influence and consensus-building.*

*I am looking for a collaborative member of my leadership team to partner with me and the Associate Vice President of Marketing to define and build the long-term strategy for communications and marketing at Carnegie Mellon.*

–Nicholas Scibetta, Vice President for University Communications and Marketing

## **CARNEGIE MELLON UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

Carnegie Mellon University is a richly varied community, united in the pursuit of excellence. The students, faculty, and staff of Carnegie Mellon University represent all 50 states and over 65 nations, bringing together a wealth of perspectives, identities, backgrounds, and cultures. This diversity is its strength and its obligation, as every community member contributes unique strengths to the education and research that change the world.

In a world that continues to struggle with bias and inequality of opportunity, Carnegie Mellon University strives to better represent the variety of the human condition, and to better support all students, faculty, and staff. As a community devoted to rigorous analysis and creative approaches to real-world problems, CMU has both the tools and the responsibility to address these challenges. It will continue to cultivate a welcoming culture, improve programs, recruit and retain world-class talent, and become a leader and champion for best practices. This is core to its mission.

## **PRIMARY RESPONSIBILITIES**

The Associate Vice President of Communications will:

- Identify and articulate the messages and stories that will raise the visibility and reputation of the university globally and resonate with members of the university community in support of CMU's mission and priorities;
- Partner with the Vice President, Associate Vice President of Marketing, and University Communications and Marketing senior staff to shape key marketing-communications plans and the most effective communications team;
- Build synergies with the Senior Director of Creative to ensure consistent messaging across channels;
- Create a content strategy that integrates messaging, channels, and outreach across all platforms;
- Lead efforts across campus to actively tell the Carnegie Mellon University story, especially through national and global media and other high-impact channels;
- Direct and coordinate the university's approach to major announcements, developments, and initiatives, incorporating different forms of media and assigning appropriate staff in support of comprehensive communications plans;
- Manage the creation of a university-wide magazine and the necessary editorial and design staff to develop a comprehensive business plan;
- Foster creativity and innovation in university communications, harnessing new channels and approaches to storytelling;
- Elevate the quality of writing and other key skills across the division;
- Plan and execute the university's multimedia storytelling on its home page and other key websites;
- Manage relationships with agencies hired for university-level communications projects;

- Supervise the innovative use of social media to support and promote other forms of storytelling, and as a standalone form of communication and engagement, particularly driving engagement with students, prospective students, alumni, and other target audiences;
- Oversee media relations for the university, including the development of key messages, materials, and relationships, ensuring that outreach to media locally, regionally, nationally, and globally is coordinated with broader university communications strategies and initiatives;
- Work with the Senior Director of Reputation & Issues Management to identify internal/external issues, that have the potential to generate public interest and affect the university's external reputation, and recommend and implement communications strategies for anticipating and responding to issues;
- Develop venues and systems to coordinate editorial work within University Communications and Marketing, and across colleges, schools, departments, and administrative divisions;
- Take an engaged approach to coaching, mentoring, and guiding the communications team to increase the capabilities and effectiveness of this group, including setting clear performance management objectives, and actively evaluating the structure, resources, and capabilities to provide a proactive, agile partner for the division and university;
- Build teamwork and a vision of shared goals among communicators campus wide;
- Work with the Senior Marketing Analyst to develop a suite of measurement and analytics tools; maximize insights to inform communications strategies and business decisions; and
- Create an environment that rewards excellence, creativity, integrity, and teamwork.

## **UNIVERSITY COMMUNICATIONS AND MARKETING LEADERSHIP**

### **Nicholas Scibetta**

#### **Vice President for University Communications and Marketing**

Nicholas Scibetta serves as the Vice President for University Communications and Marketing, overseeing media relations, internal communications, issues management, social media, integrated marketing, digital strategy, and creative services and production. In his role, Scibetta is responsible for leading the development and execution of Carnegie Mellon University's cohesive, comprehensive, and multi-dimensional communications and marketing strategy to enhance the reputation and further the goals of the entire university, including its schools, colleges, units, campuses, and locations worldwide.

Appointed vice president in 2021, Scibetta serves as a member of the university's executive management team and the leadership council.

Before joining CMU, Scibetta was Vice President for Marketing and Communications for Stony Brook University, Stony Brook Medicine, and Stony Brook Medicine's health system, overseeing communications, marketing, digital and social strategy, media relations, and crisis communications. During his tenure, Scibetta led the global development and execution of enterprise branding and reputation initiatives, including establishing Stony Brook's first-ever brand platform, which resulted in award-winning campaigns.

Previously Scibetta was a Partner and Global Director at the international communications firm Ketchum. In that role, he created and grew Ketchum's Global Media Network to over 300 industry-leading professionals in media relations and social media, in addition to overseeing national and international communications programs and campaigns for Fortune 250 clients.

Scibetta holds a bachelor's degree from Siena College. He is a member of the Foreign Press Association and serves on the leadership team of the AAU's Issues and Crisis subcommittee.

## **PREFERRED QUALIFICATIONS**

Carnegie Mellon University seeks an Associate Vice President of Communications with:

- A commitment to the mission of Carnegie Mellon University – to create a transformative educational experience for students focused on deep disciplinary knowledge; problem solving; leadership, communication, and interpersonal skills; and personal health and well-being;
- Demonstrated ability to conceive large-scale innovative communications efforts that drive measurable improvements in institutional reputation;
- A deep understanding of a wide variety of integrated storytelling channels including news announcements, long-form narratives, social media, and multimedia;
- Outstanding writing and editing skills;
- Management experience including an ability to lead and inspire large teams of content creators and creative personnel to achieve goals;
- An ability to work independently and effectively and manage multiple projects simultaneously in a fast-paced, deadline-driven environment;
- An effectiveness at managing change, building strong relationships with people from diverse parts of campus, and inspiring those outside their direct sphere of control;
- An ability to work in an organization with multiple divisions and at a very high level with leadership across the university on academic and non-academic efforts;
- The intellectual force needed to drive and reward new ideas and calculated risk-taking;
- The ability to perform as an outstanding colleague with good listening skills, high energy and drive, and a relentlessly positive attitude;
- A willingness to challenge the status-quo with well-thought-out recommendations and ideas and act as a catalyst for change;
- A commitment to inclusion, collaboration, and cultural sensitivity; and
- An ability to effectively interact with a varied population of internal and external partners at a high level of integrity.

A bachelor's degree is required for this position as is at least ten years of experience as a leader in multi-channel content creation.

## **SALARY AND BENEFITS**

Carnegie Mellon University offers a competitive salary and a wide variety of benefits and programs designed to meet the needs of its faculty and staff members. From its health and welfare plan offerings to tuition benefits and competitive retirement plans, CMU is committed to providing benefits that support its staff through every stage of their career at CMU. For a listing of employee benefits, please visit [Benefits at a Glance](#).

## LOCATION

CMU is based in the vibrant city of Pittsburgh, Pennsylvania, consistently ranked among the most livable cities in the U.S. Pittsburgh continues to place high on many “best of” lists, ranking among the top 25 college towns in the U.S., top 5 cities for millennials, and an attractive location for home buyers and food lovers. Situated at the intersection of three rivers, with mountains and lakes nearby, Pittsburgh provides rich access to outdoor activities, a lively cultural landscape, an active professional sports scene (as the #1 football city in the U.S.), diverse and historic neighborhoods, and affordable housing.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Carnegie Mellon University and the position of Associate Vice President of Communications.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Associate Vice President of Communications, Carnegie Mellon University.](#)

*To nominate a candidate, please contact Gregory Leet:*

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

Carnegie Mellon University is an Equal Opportunity Employer/Disability/Veteran and offers a diverse environment with a flexible benefits package, including a generous retirement plan, tuition remission, and paid time off policy, as well as many professional development, health, and wellness opportunities. A background check is required.

*All inquiries will be held in confidence.*