Vice President for Marketing & Communications
Marketing & Communications

POSITION SUMMARY

Occidental College (Oxy) invites nominations and applications for the position of Vice President for Marketing & Communications (VPMC). This is an outstanding opportunity for a visionary and strategic leader to work with a dedicated team of marketing and communications professionals and serve the Oxy community as a member of the President’s leadership team and the most visible member of the College’s communications group. The appointee is expected to take office in mid-spring 2023.

SUMMARY OF DUTIES AND RESPONSIBILITIES

Reporting to President Harry J. Elam, Jr., the next VPMC will be an experienced, thoughtful, nimble, and strategic communications leader and ambassador for the Oxy community. In addition, the VPMC will be perpetually curious and will work to understand and appreciate how dedicated the College’s students, faculty, staff, alumni, and trustees are to the institution’s mission and how their contributions lead to a more knowledgeable, inclusive, and equitable society. The VPMC will lead a team that is empowered to elevate awareness about Occidental by ensuring regular and impactful communication about faculty research and expertise, the student experience, and the societal contributions being made by the College’s students, alumni, faculty, and staff every day.

In addition to reporting to the president, the VPMC serves on the president’s senior staff and directs a seasoned and cohesive group that addresses the communication needs of the entire College, with emphasis on the Office of Admissions and the Office of Institutional Advancement. The new VPMC will provide vision and work with the team to develop and execute on strategy for all internal and external marketing and communications activities for the College, including institutional advancement and admissions marketing and communications, branding, trustee and alumni communications, social media communications and marketing, public and media relations, crisis communications, internal communications, College publications, and web content and editorial services.

QUALIFICATIONS

The VPMC needs the requisite skills and experience to be able harness the power of coordinated, proactive, and transparent messaging. Accordingly, the VPMC must have dexterity and knowledge across a range of digital, print, and associated platforms.

APPLICATION AND NOMINATION PROCEDURES

Academic Search is assisting Occidental College in this search. Applications must include, in two separate attachments: 1) a detailed cover letter addressing the qualifications in this profile and 2) a current resume. All documents should be in PDF format. Please be prepared to provide references as requested.

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Nominations and applications should be sent to OxyVPMC@academicsearch.org.
To ensure full consideration by the Search Committee, applications should be received by Monday, December 19, 2022. Nominators and prospective candidates may arrange a confidential discussion about this opportunity with Senior Consultant Dianne Kenney (Bookings link). When submitting a nomination, please include the nominee’s full name, position, institution, and email address.

**ADDITIONAL INFORMATION**

Occidental is an Equal Opportunity Employer and does not unlawfully discriminate against employees or applicants on the basis of race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, breastfeeding or related medical condition, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, genetic characteristic or information, military and veteran status, or any other characteristic protected by state or federal law. Occidental is strongly committed to increasing the diversity of the campus community and the curriculum, and to fostering an inclusive, equitable, and just environment within which students, staff, administrators, and faculty thrive. Candidates who can contribute to this goal through their work are encouraged to identify their strengths and experiences in this area. Individuals advancing the College’s strategic equity and justice goals and those from groups that are underrepresented in the field are particularly encouraged to apply.

Salary is commensurate with experience and qualifications. A comprehensive benefits package is available that includes: excellent health, dental, life, and retirement benefits; tuition benefits for the employee, spouse, domestic partner, and dependents; additional extras including use of gym facilities and the College Library. For a detailed description of benefits, please visit https://www.oxy.edu/offices-services/human-resources/benefits-information.

All qualified applicants will be considered for employment, including those with criminal histories, in a manner consistent with the requirements of applicable state and local laws, including the City of Los Angeles’ Fair Chance Initiative for Hiring Ordinance.

Occidental College is committed to working with and providing reasonable accommodations to applicants with qualifying disabilities. If you need a reasonable accommodation because of a disability for any part of the application or employment process, please contact Human Resources (hr@oxy.edu).

As a condition of hire for a staff position and for appointment to a faculty position, Occidental College requires that all candidates who have received a conditional offer of employment complete an application form (if they have not already done so) and consent to a background check. Satisfactory completion of a background check, along with pre-employment verifications and references are required as a condition of employment, but only as permitted by federal, state, and local law, including the City of Los Angeles Fair Chance Initiative for Hiring Ordinance.