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.
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.
SEARCH PROFILE:

VICE PRESIDENT FOR MARKETING & COMMUNICATIONS
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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, strategic, and experienced leader to work with a dedicated team of marketing and communications professionals and serve the Oxy community as a member of the President’s senior staff and the most visible member of the College’s communications group. The appointee is expected to take office in mid-spring 2023.

Occidental College’s campus is located in Eagle Rock and adjacent to Highland Park — Los Angeles neighborhoods known for their diversity. Los Angeles County’s 10 million residents represent more than 140 cultures and speak over 200 languages.

Occidental is the only liberal arts institution in Los Angeles. In part because of its desirable location, the College attracts an exceptionally talented and diverse student body, which is served by an equally lauded faculty and staff committed to providing a one-of-a-kind education in an intimate setting. The College provides its students meaningful curricular and co-curricular experiences rooted in the urban environs of Los Angeles, with the goal of preparing alumni to work to solve society’s most pressing social, political, and technological challenges through engaged and committed leadership.
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. 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, internal communications, College publications, and web content and editorial services. The VPMC needs the requisite skills and experience to be able to harness the power of coordinated, proactive, and transparent messaging. The VPMC functions as a point person for College communications, developing a ready-response team to provide accurate, precise, and consistent information.

Innovatively utilizing social media platforms and all facets of the College's online presence, the VPMC will help formulate and drive an extensive media effort to communicate Oxy’s story and accomplishments and elevate Occidental to greater distinction. They will work with campus leaders as well as the Office of Marketing & Communications staff to develop clear, unified strategies and direction for proactively engaging diverse audiences, including prospective and current students, trustees, parents, alumni, donors, faculty and staff, the academic community, the broader Los Angeles community, and industry leaders. Accordingly, the VPMC must have dexterity and knowledge across a range of digital, print, and associated platforms.

In addition to reporting to the president, the VPMC serves on the president’s senior staff and directs a seasoned and cohesive team that addresses the communication needs of the entire College with emphasis on the Office of Admissions and the Office of Institutional Advancement. Staff responsible for the College website and search engine, The Occidental alumni magazine, and the College’s social media sites all report to the VPMC. As a result, the VPMC needs to demonstrate an inclusive and facilitative leadership style that inspires and empowers staff, encourages open communication and collaboration across campus, and fosters new ideas.

The VPMC must deploy resources efficiently, effectively, and fairly. Supplying productive feedback, the VPMC will help the team continuously improve and will support and encourage professional development. The VPMC will need to develop a service culture that enables the Office of Marketing and Communications to integrate into the campus community, so that the team may garner a deeper understanding of different stakeholders and their distinctive and ever-changing communication needs.
QUALIFICATIONS

REQUIRED

• Bachelor’s degree
• 10+ years of communications experience
• Marketing experience
• Strong oral and written communication skills
• Track record of commitment to equity and inclusion
• Proven success as a leader and mentor
• Expertise in effective social media communications
• Track record of effective crisis communications

PREFERRED

• Higher education experience
• Experience partnering with admissions to support enrollment and retention efforts
• Experience partnering with advancement to support donor engagement and fundraising efforts
• Proven ability to deliver effective presentations
• Public relations experience
• Media relations experience
• Web development oversight experience
• Experience managing budgets and vendors
• Creative storyteller
• Understanding and appreciation for the value of a liberal arts education in an era of economic uncertainty
• Ability to speak candidly with students and proactively solicit their feedback
ABOUT OCCIDENTAL

The mission of Occidental College is to provide a gifted and diverse group of students with a total educational experience of the highest quality—one that prepares them for leadership in an increasingly complex, interdependent, and pluralistic world. This mission is anchored by four cornerstones: excellence, equity, community, and service. These building blocks have long been the basis for the College’s commitment to providing the surrounding community, the country, and the world with passionate and impactful leaders. The distinctive interdisciplinary and multicultural focus of the College’s academic program seeks to foster both the fulfillment of individual aspirations and a deeply rooted commitment to the public good.

Immersed in a global metropolis, Occidental’s liberal arts and sciences produce students who can analyze and synthesize complex materials, develop and communicate new knowledge, take risks, tolerate ambiguity, and embrace difference. Students choose from 45 majors, minors, and programs of study. Each major culminates in a comprehensive examination or project. Course work is integrated with opportunities for independent study, original research, study in dozens of foreign countries, and participation in one of the country’s few United Nations programs and the country’s only Campaign Semester and Rebellious Lawyering programs for undergraduates.

STUDENTS
Since 1990, Occidental students and alumni have won more than 280 major scholarships and fellowships, including Rhodes, Marshall, Truman, Fulbright, CORO, and Goldwater scholarships. Among liberal arts colleges, Occidental is one of the top producers of Fulbright scholars and students who go on to receive Ph.Ds. Since 1980, more than 820 graduates have attended medical or dental school. Occidental is regularly ranked as one of the most diverse of the country’s top liberal arts colleges.

UNDERGRADUATE RESEARCH
Occidental’s Undergraduate Research program, which embraces a wide array of disciplines, was the recipient of the Council on Undergraduate Research’s 2019 Campus-Wide Award for Undergraduate Research Accomplishments. Occidental students regularly co-publish with faculty in professional journals and present their work at scientific conferences. Over the past decade, more than 200 Occidental students have been invited to present their work at the National Conference on Undergraduate Research. Occidental is also one of the few undergraduate institutions that offers its students the opportunity to pursue fully funded research overseas.

COMMUNITY-BASED LEARNING
Occidental’s long history of community partnerships dates back to the mid-1960s when the College opened its Community Literacy Center and one of the country’s first Upward Bound programs. Today, half of Occidental’s students participate in some kind of community project, most through the College’s Center for Community Based Learning and Center for Community Engagement. These efforts include partnerships with elementary, middle, and high schools in northeast Los Angeles. Occidental was one of the first liberal arts colleges selected as community engagement institutions by the Carnegie Foundation.

FACULTY
Occidental’s greatest strength is its superb, award-winning faculty. The relationship between teacher and student is at the heart of everything faculty do. Although Oxy’s full-time faculty members regard teaching as their primary responsibility, all are actively engaged in research or creative work that informs their teaching. Occidental is a national leader among liberal arts colleges as measured by federal research awards. Thirty-two percent of full-time faculty are people of color.
EXTRACURRICULAR ACTIVITIES
One of the founders of intercollegiate sports in Southern California, Occidental is part of the Southern California Intercollegiate Athletic Conference (SCIAC) at the NCAA Division III level. Students participate in 20 intercollegiate sports (9 for men, 11 for women) and numerous club and intramural sports. Students belong to more than 100 clubs and organizations.

INTEGRATED STRATEGIC PLAN
Beginning in Fall 2021, Occidental commenced work on a highly collaborative Integrated Strategic Planning process that will result in a compelling vision and a corresponding set of institutional priorities that will propel Occidental through 2030. Led by President Elam and a steering committee composed of senior administrators, faculty, staff, and students, Integrated Strategic Planning (ISP) has enlisted the participation of the entire Oxy community and the plan will be launched in 2023. In recognition of the complexity of the planning environment and the importance of delivering an actionable roadmap, the College has consciously termed this effort an “integrated” strategic plan. Issues of budget and finance have been central to this process. Accordingly, the final plan will include not only priorities but a clear delineation of necessary financial investments, timing, milestones, and accountability.

PRESIDENT BARACK OBAMA
Occidental College is proud to have had the 44th U.S. President, Barack Obama, attend the College as an undergraduate freshman and sophomore student. Arriving in 1979, Obama completed his first two years of college study at Oxy prior to transferring to Columbia University. Obama has often credited his time at Oxy as foundational to his understanding of and passion for politics and activism.

“My years at Occidental College sparked my interest in social and political causes, and filled me with the idea that my voice could make a difference.”
- President Barack Obama, Occidental College Class of 1983

In honor of his time at Oxy and his significant contributions to public service and social change, The Barack Obama Scholars Program at Occidental College was launched in 2017 to empower the next generation of leaders to actively pursue the public good. The Program provides a comprehensive experience for exceptional students of all backgrounds who seek the opportunity to create lasting and meaningful change. The merit-based program offers a full scholarship with a focus on first-generation students, veterans, and community college transfers—young people dedicated to carrying the torch of the program’s namesake.
Harry J. Elam Jr., award-winning teacher, internationally renowned theater scholar and leader in undergraduate education, is Occidental College’s 16th president.

Elam took office July 1, 2020, the unanimous choice of the Occidental Board of Trustees as the successor to Jonathan Veitch, who announced in January 2019 that he planned to step down after an 11-year presidency.

Elam came to Occidental from Stanford University, where he served as vice provost for undergraduate education for a decade and was responsible for nearly all policies and programs relating to the University’s 7,200 undergraduate students. He helped lead a major rethinking of Stanford’s undergraduate curriculum as well as a separate effort to create a new vision for the university’s student residences.

In addition to his role as vice provost for undergraduate education, Elam served simultaneously as Stanford’s first vice president for the arts, overseeing Bing Concert Hall, the Cantor Art Museum and all other non-departmental programs, and as senior vice provost for education, responsible for the Haas Center for Public Service and other student-facing programs.

Having grown up in the turbulent era of court-ordered school desegregation in Boston, Elam also is a leader on issues of diversity and inclusion. Among his many efforts at Stanford, he created the Institute for Diversity in the Arts, initiated a summer bridge program for first-year students from under-resourced high schools, and designed a program to increase the number of students of color pursuing graduate degrees in STEM fields.

A graduate of Harvard College, Elam earned his doctorate in the dramatic arts at UC Berkeley. He is the author and co-editor of seven books, including the award-winning *The Past as Present in the Drama of August Wilson* (University of Michigan Press, 2006), and dozens of journal articles and book chapters. He was inducted into the American Academy of Arts and Sciences as well as the College of Fellows of the American Theatre. The Association for Theatre in Higher Education awarded him its highest recognition, the Distinguished Scholar Award, and he is the recipient of the Career Achievement Award from the American Society for Theatre Research. At Stanford, where he joined the faculty in 1990, he was awarded six different teaching awards.

In addition to his scholarly work, Elam has directed professionally for more than 25 years, including *Tod, the Boy, Tod* by Talvin Wilks for the Oakland Ensemble Company, and *Blues for an Alabama Sky* by Pearl Cleage for Theaterworks in Palo Alto, winner of Drama-Logue Awards for Best Production, Best Design, Best Ensemble Cast and Best Direction. He also has directed several of August Wilson’s plays, including *Radio Golf, Joe Turner’s Come and Gone, Two Trains Running*, and *Fences.*
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ABOUT ACADEMIC SEARCH

Academic Search is assisting Occidental College in this work. For more than four decades, Academic Search has offered executive search services to higher education institutions, associations, and related organizations. Academic Search was founded by higher education leaders on the principle that we provide the most value to partner institutions by combining best practices with our deep knowledge and experience. Our mission today is to enhance institutional capacity by providing outstanding executive recruitment services, executive coaching, and transition support, in partnership with our parent organization, the American Academic Leadership Institute. For more information, visit www.academicsearch.org.

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