

Hamilton College
Vice President for Communications
and Marketing

Organization

Hamilton is one of the nation's oldest and most highly regarded liberal arts colleges. Chartered in 1812 and named for U.S. statesman Alexander Hamilton, it is comprised of 1,850 students from nearly all 50 states and approximately 45 countries. The College is distinguished by a rigorous open curriculum, a need-blind admission policy, a deeply committed faculty who welcome close collaboration with students, and a focus on preparing students to lead lives of meaning, purpose, and active citizenship. Fundamental to a Hamilton education is the faculty's expectation that each student develops the ability to read, observe, and listen with critical perception, and to think, write, and speak with clarity, understanding, and precision.

Hamilton is one of the most selective liberal arts colleges in the country, with an increasingly diverse student body. More than one-third of the students in the last two entering classes were U.S. students of color or non-U.S. citizens; more than half receive scholarship aid. In such an environment, students learn to appreciate differences and prepare for life in a global society. When evaluating applicants, the admission committee looks for academic achievement as well as personal accomplishments outside the classroom.

Hamilton graduates can be found making important contributions in nearly every professional field, and because of the College's contributions to their success, alumni remain enthusiastically loyal to and supportive of their alma mater. Despite its relatively small alumni body, the College's endowment exceeds \$1 billion, and its graduates include winners of the Nobel Prize, the Pulitzer Prize, and the Presidential Medal of Freedom; college and university presidents; past and current members of Congress and the National Academy of Sciences; Fortune 500 CEOs, entrepreneurs, and Wall Street executives; award-winning authors, journalists, entertainers, and playwrights; and educators, non-profit leaders, community volunteers, and philanthropists.

The Hamilton campus is set on a hilltop that overlooks the Oriskany and Mohawk valleys of Central New York, an hour from the Adirondack Park where hiking, biking, fishing, kayaking, and snowmobiling are popular. The surroundings are rural and lush, consisting of rolling terrain, gentle hills, wooded glens, dairy farms, fine old homes, and tree-lined streets, yet Hamilton is within a four- to five-hour drive of New York, Toronto, Boston, and Philadelphia. There is a surprisingly rich variety of cultural opportunities on campus and in nearby Utica (10 minutes), Syracuse (45 minutes), and Cooperstown (60 minutes).

For more information, visit Hamilton's website www.hamilton.edu

Position

Vice President for Communications and Marketing

Reports to

David Wippman, President

Opportunity Proposition

In 2017 Hamilton launched an ambitious Strategic Plan which includes a significant commitment to build on the quality of the institution and raise its profile through strategic communications and marketing. Major initiatives of the Strategic Plan will have the potential to transform each student's education on College Hill including *Digital Hamilton* which will transform the way they teach, learn, and operate the College with digitally intensive courses and emerging digital technologies.

Hamilton College seeks a VP who will think creatively and strategically about how the College represents itself in all venues and media. The VP for Communications and Marketing will work closely with President Wippman and the leadership team to develop a strategic communications platform as they deepen the engagement with their constituents, raise Hamilton's profile, embark on a capital campaign, and shape the next evolution of the college.

Principal Responsibility

As a member of the senior leadership team, the VP for Communications and Marketing will lead and advance the branding, and communications strategy and programs for Hamilton College. S/he will be responsible for developing and implementing a comprehensive strategic communications plan, working collaboratively with constituents across the College. The Vice President ensures that a consistent message and image of Hamilton College is presented to internal and external audiences.

Specific Duties

- Provide leadership for an integrated and well-coordinated college-wide strategic communications and marketing program that promotes the College's identity, activities, and accomplishments to internal and external audiences. The Vice President will bring best practices to a division consisting of design services, news and media relations, digital engagement, promotion of events, admissions and fundraising communications.
- Serve as communications advisor to the President, Senior Leadership team, Board of Trustees, and other college leaders regarding communications strategy, reputational impacts, major decisions, and events; participate in crisis planning and response; serve as spokesperson for the College.
- Develop a clear vision for branding and messaging in all media, including the web and social media; enhance recognition of the College's stature, the value of its activities, and its brand of liberal arts education.
- Oversee collaborative efforts with all departments in the College engaged in external communications and marketing to ensure quality and consistency of institutional presentation. This includes the President's office, Faculty, Admission, Advancement, Student Affairs, Athletics, the Wellin Museum, Wellin Hall and the Romano Theatre.
- Develop appropriate communication and marketing strategies to engage Hamilton's external constituents. This includes students, prospective students, alumni, donors, educators, and the business community.
- Champion internal communications efforts to adopt a clear and concise positioning of Hamilton College for internal constituents (students, faculty, staff, and trustees).

- Take an engaged approach to coaching, mentoring and guiding the communications team in an effort to increase the capabilities and effectiveness of this group, including setting clear performance management objectives, and aggressively evaluating the structure, resources and capabilities to provide a proactive, agile, client-focused resource for the College.
- Partner with Admissions to develop and implement data-driven, integrated communications plans in support of admission recruitment and yield.
- Partner with Advancement in support of the public phase of a transformational campaign, including messaging for annual giving and other fundraising initiatives. This includes working with the Communications team on the development of supportive material.
- Develop and implement a local and national proactive media relations and issues management strategy to advance Hamilton College's visibility and standing.
- Develop a comprehensive crisis communications plan and manage crisis communications response efforts to minimize potentially negative consequences and to ensure accurate portrayal of College actions.
- Develop a robust digital strategy that deepens the College's engagement with priority audiences. Evaluate and advance existing digital and web initiatives. In collaboration with Information Technology, provide input to guide strategic direction on web design and content, keeping current with evolving trends and technologies.
- Devise metrics to determine the effectiveness of communications approaches. In partnership with the College leadership, direct the communication architecture and messaging and evaluate policies and standards for the College's printed publications, websites, official trademarks, logos and other media as well.
- Develop a college-wide communications committee ensuring consistency of messaging and brand integration across key areas. As a champion for the brand, influence and lead the committee to foster exchange of best practices across the campus.

Professional and Personal Profile

- Seasoned communications and marketing professional with a successful track record in developing integrated plans and programs across a broad range of media outlets for a broad range of intended audiences/markets; experience working in a complex, matrix environment with multiple internal/external audiences. Previous experience in higher education is preferred but not a requirement. Must have knowledge of and embrace the mission of the College and ability to appreciate its culture and history.
- A creative, innovative individual who can effect change in a dynamic environment and be a champion for the Hamilton College brand. Experience in evolving a brand is highly desirable.
- An understanding of shared governance and collaborative decision-making is essential as it relates to consensus building around programs and messaging.
- Team player; extraordinary people and relationship building skills, a highly visible and accessible management style, and a genuine willingness to listen.

- Expert communications skills (oral and written) and detailed understanding of public media. Able to serve effectively as College spokesperson. Proven experience in working with and advising people in high-level positions.
- An inspiring leader who is adept at managing change, who can build relationships with people from diverse areas of the College and community.
- Proven success in managing, motivating, and supporting creative people and building a cohesive integrated communications unit.
- Proven expertise as both a strategic thinker and a project manager with a keen ability to get things done. Demonstrated ability to direct outside business partners and agency providers.
- Accomplished at multi-tasking, with the ability to keep multiple projects moving forward simultaneously while anticipating the future.
- Someone who has high energy/drive, a sense of humor, a relentlessly positive attitude, and is results oriented.

Hamilton College has retained the Executive Search Firm, The Ward Group, to lead the search efforts. Interested applicants should submit a cover letter and resume to: info@wardgroup.com and reference "Hamilton College" in the subject line.