



VICE PRESIDENT OF MARKETING AND COMMUNICATIONS

The University of the District of Columbia (UDC) invites nominations and applications for the position of Vice President of Marketing and Communications. This position offers you the chance to be part of a dynamic leadership team and contribute to enhancing the visibility and reputation of the University of the District of Columbia.

The University of the District of Columbia is the only public institution of higher learning in the nation's capital. UDC encompasses several distinctive characteristics as the only exclusively urban land-grant university in the country and the only Congressionally designated Historically Black College or University (HBCU).

As the Vice President of Marketing and Communications, you will lead the overall communications, research-based messaging, marketing, and branding management for the University. You will develop and execute the University's communications strategy, brand management, media relations, crisis communication, and reputation management. You will oversee University Communications, Brand Management, Marketing, Publications, TV, Web, and News Media activities, and develop messaging for both internal and external audiences on behalf of the President's Office.

The ideal candidate for this position must have a bachelor's degree in a relevant field and five years of management experience with expertise in marketing, public relations, media relations, or related areas. Preference will be given to candidates with a master's degree and a successful track record in progressively responsible positions, particularly within the higher education arena.

Nominations and applications are now being accepted. Applications should include a résumé and cover letter that addresses the responsibilities, competencies and requirements, the applicant's motivation to apply and interest in UDC. The search will be conducted with a commitment to confidentiality until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

Send all inquiries, nominations and applications to:

UDCVPMarComm@greenwoodsearch.com

All applications should be addressed to:

Marion Frenche, SHRM-CP
Associate Vice President of Executive Search
Greenwood Asher & Associates, LLC KELLY
marionfrenche@greenwoodsearch.com

The University of the District of Columbia is an Equal Opportunity/Affirmative Action institution. Minorities, women, veterans and persons with disabilities are encouraged to apply. For a full version of the University's EO Policy Statement, please visit www.udc.edu/equal_opportunity.

For more information about the University of the District of Columbia, please visit www.udc.edu.