VICE PRESIDENT FOR COMMUNICATIONS AND MARKETING

Trinity College in Hartford, Connecticut, seeks an accomplished and collaborative leader for the position of the College’s vice president of communications and marketing. This senior leadership position has responsibility for the strategic oversight and management of the College’s communications, messaging, marketing, and community activities, and will be instrumental in shepherding the College forward as it prepares to celebrate its bicentennial.

As the College begins to develop a strategic plan and prepares for a new comprehensive campaign, the VP, in close collaboration with the president and cabinet members, will help the institution pursue its broad institutional vision by developing strategic and sustainable priorities and goals and designing and overseeing plans for their fulfillment. The VP represents and promotes the College, increasing its visibility locally, nationally and internationally, with particular focus on the urban sphere, and supporting the institution’s mission vision and goals. The VP will lead the team that is responsible for the development and implementation of the College’s brand, communications and marketing strategies, and public relations campaigns to attract the best students, to motivate alumni and donors, to recruit high-quality faculty and staff, and to maintain strong relationships and collaborations between the College and the public. The VP will oversee the areas of College Communications, Publications, Web and News Media, Athletics Communications, Marketing, and Community Relations. The VP will also provide strategic direction and coordination of marketing and communications produced by other academic and administrative units. The VP will also play a crucial role in the campaign leading up to the College’s bicentennial.

The VP reports directly to the president and serves as a member of the president’s leadership team. This is a critical position: the successful candidate will serve as a strategic and innovative partner and provide expert consultation to the president, senior officers, members of the faculty and staff, and to the Board of Trustees through the Board’s committees, as the institution strives to fulfill its academic mission.

About Trinity College

Trinity College is a forward-looking liberal arts college with a distinctive urban pulse. Located on a 100-acre campus in the heart of Connecticut’s capital city, this nonsectarian, coeducational College brings together long-standing strengths in the traditional liberal arts with cutting-edge curricular programming. Trinity takes great pride in promoting imaginative and innovative approaches to teaching, learning, and urban and global engagement both in its liberal arts core and in areas in which it has been a pioneer in undergraduate education. These areas include the first college-level human rights program, one of the earliest neuroscience programs, and an ABET-accredited engineering program.

Trinity College’s faculty members are well-represented among recipients of the nation’s most competitive grants and honors, from the National Endowment for the Humanities and the National Endowment for the Arts, the National Science Foundation, and the National Institutes of Health, to the Guggenheim Foundation and the Andrew W. Mellon Foundation, among others. In 2010, The Chronicle of Higher Education named Trinity one of the ten most desirable liberal
arts colleges for junior faculty in the United States. Trinity has also been listed as a top producer of U.S. Fulbright students. Our graduates have been recipients of Truman and Goldwater Scholarships and have earned admission to leading national and international graduate and professional programs. Trinity is a member of the prestigious New England Small College Athletic Conference (NESCAC) and the Consortium on Financing Higher Education (COHFE).

As a college about to enter its third century, Trinity values its roots and traditions while keeping its sights fixed firmly on the future. With its sights on the future, the College is creating a new position for a Vice President of Communications and Marketing. The inaugural holder of this position will find: intelligent, creative, and curious students who value both their close working relationship with faculty and the rich academic resources and opportunities available to them on and off campus; a distinguished faculty deeply committed both to students and to producing ground-breaking scholarship; engaged and loyal alumni; staff impressively dedicated to the College and its mission; and fellow Cabinet members who work collaboratively to set the trajectory of the College. The new Vice President, who will be responsibility for College-wide internal and external communications and marketing, will be able to call on these constituencies across the Trinity community and in Hartford in order to help shape the future of the College.

The Trinity mission statement captures the relationship of the College’s history to its current values and aspirations:
Our purpose is to foster critical thinking, free the mind of parochialism and prejudice, and prepare students to lead examined lives that are personally satisfying, civically responsible, and socially useful.

For additional information on the College, please visit www.trincoll.edu.

About Hartford Connecticut

Hartford - Connecticut’s capital city - is a historic river city that provides a wealth of learning, recreation, and cultural opportunities. The city’s vibrant arts community includes the Wadsworth Athenaeum, the oldest public art museum in the country; The Bushnell, Connecticut’s premier performing arts center; and Hartford Stage, one of the leading resident theaters in the United States. Trinity and the city of Hartford are deeply connected, and the College boasts a vast network of connections with the city, allowing faculty, students, and staff to engage in community-based and real-world learning and research.

Hartford is located in New England’s Knowledge Corridor, which runs from Middletown, Connecticut, north to Springfield, Massachusetts, and nearby Northampton and Amherst. The Hartford metro region, with one million residents, also plays host to seven Fortune 500 companies. Hartford serves as the seat of state government, with the State Capitol, the Legislature, and numerous state agencies located just blocks from campus.

Because of Trinity’s location in Hartford, the College is able to offer experiences and connections found a few small liberal arts colleges. Through the city, our students are made stronger and more world ready, our faculty have incredible research opportunities, and our staff
and administration have access to programmatic resources and collaborations – all of which make Trinity’s liberal arts environment dynamic and innovative.

The Opportunity

Under the exciting new leadership of President Joanne Berger-Sweeney, Trinity is entering a vital and challenging era not only in its own history, but for the future of small liberal arts colleges nationwide. It is an era in which the relevance, value, and benefits of an intimate and engaged learning environment must be convincingly articulated as never before. The College has an extraordinary faculty; its curriculum continues to respond in considered and imaginative ways to changes in knowledge across the academic landscape and in preparing students for life after College. The College has extraordinary students, who have turned into extraordinary alumni and leaders in all walks of life. Located in the heart of Hartford and the state capital, there are extraordinary opportunities for the campus to connect to the community at large. The new Vice President will have the opportunity to guide and shape the College’s future and our relationship with our neighbors. All of these factors present the VP with a remarkable opportunity to make a vital contribution to a strong institution.

Position Summary

Trinity College seeks a Vice President of Communications and Marketing for this private, residential, coeducational college consistently ranked among the most selective liberal arts colleges in the nation. Reporting to the President, this senior leadership position has responsibility for the strategic oversight and management of the College's communications, messaging, marketing, and community relations, and will be instrumental in shepherding the College forward as it prepares to celebrate its bicentennial.

Major Responsibilities and Opportunities for the Vice President will include:

- Working proactively and collaboratively with senior staff of the College to ensure a cohesive effort in achieving the College’s strategic plan and mission;

- Planning, developing, organizing, implementing, directing and evaluating the communications functions at the College;

- Developing an integrated marketing strategy for Trinity that raises its visibility and supports its mission;

- Leading and directing the Communications, Marketing, and Community Relations staff and coordinating strategies and tactics within College departments;

- Developing and executing an integrated communications, marketing and branding strategy that raises the visibility of the College and is consistent with the College’s strategic plan and mission;
• Serving as the College’s brand manager, with the responsibility of positioning the College in the market, by managing the overall direction, messaging, and “look and feel” of the College web site and print materials;

• Planning and overseeing the design and production of all marketing, public relations, and advertising products;

• Utilizing broadcast and social media strategically;

• Communicating the College’s position and policies on a variety of issues to specific media and to various College constituencies which includes serving as the College’s spokesperson with the media as appropriate;

• Assessing the College’s community relations efforts and developing an integrated community strategy; supervising the community relations staff;

• Ensuring effective crisis communications; and

• Creating an effective relationship with the Board of Trustees.

Qualifications

The ideal VP will have the following experiences, capabilities, and attributes:

• A proven, collaborative leader with at least ten years of progressive management experience related to communications and marketing within a complex and vibrant organization and a proven record of sound administrative judgment within such organizations;

• In-depth knowledge of communications and marketing strategies to promote an institution;

• A demonstrated ability to work and communicate effectively with students, faculty, staff, and alumni of varying racial, ethnic, religious, gender, cultural, disability, sexual orientation and socioeconomic backgrounds; and

• A record of developing and sustaining relationships in a community;

• Excellent verbal and written communication skills;

• Knowledge of strategic planning related to a capital or comprehensive campaign;

• Well-organized and self-directed individual who exhibits a high level of integrity, the skills to navigate the political and legislative process as it relates to higher education in the context of a shared governance model at a liberal arts college;

• An intelligent and articulate individual who can relate to people at all levels of an organization; a team player who possesses superior communication skills and the ability to operate with transparency so as to foster collaboration within the organization;

• Demonstrated ability and willingness to share information, carry out initiatives, and serve as a mentor;

• Experience in crisis management;

• An appreciation of and/or willingness to learn about the unique needs of an academic institution is essential;
• Bachelor’s degree required and a masters, doctorate, or professional degree preferred.
• A full commitment to the local community is essential.