

## Vice President for Marketing and Communications

The Vice President for Marketing and Communications has responsibility for overall communications, research-based messaging, marketing, and branding activity for the University. The Vice President serves as the University's chief marketing and communications officer and is a key member of the University's leadership team. The Vice President represents and promotes the University, increasing its visibility and supporting the institution's mission, vision, and goals. The Vice President leads the development and implementation of the University's brand vision, strategy, and public relations campaigns to attract the best students, motivate alumni and donors, and recruit high quality faculty and staff. The Vice President oversees the areas of University Communications, Publications, Photographic Services, Web and New Media, and Athletics Communications. In addition to leading the University's central team of marketing and communications professionals, the Vice President provides strategic direction and coordinates marketing and communications produced by other academic and administrative units.