



## **Vice President of Marketing - Graduate Theological Union – Berkeley, CA**

Located in Berkeley, California, the Graduate Theological Union (GTU) is the largest and most diverse partnership of seminaries and graduate schools in the United States, pursuing interreligious collaboration in teaching, research, ministry, and service. Since its founding in 1962, the GTU has produced thousands of alumni who teach at eminent universities and seminaries, minister to a broad range of congregations, and work in a variety of arenas – cultural, economic, religious, and political – to achieve the greatest good.

### **Position Summary**

The Vice President of Marketing will develop, implement and coordinate marketing, communications, and recruitment and retention strategies for the GTU, and coordinate the production of print and online collateral, which are creative and effective at delivering messages to students and partners. (S)he will partner with the President and other senior executives to develop a brand strategy, a target audience, and to establish multi-year targets and measurement. The VP of Marketing supervises the Director of Communication and the Director of Admissions, along with several student support workers and related contractors. The primary focus of this position is to elevate GTU's public profile to attract and retain students, faculty, partners, and donors. This position reports to GTU's President.

### **Key Job Functions**

Working with the VP of Advancement, the President, and a highly professional team, the VP of Marketing will facilitate a comprehensive marketing, communications, and outreach strategy so that GTU generates a strong public image and has a continually enhanced, positive posture in the world. The enacted strategy should include all forms of media and targeting approaches, including social media platforms. Following are key areas of focus:

- Develop, implement and coordinate the overall marketing, communication, and recruiting strategies of GTU.
- Coordinate with GTU academic and business executives to establish and achieve recruitment targets.
- Develop and implement digital and social media donor and student campaigns that drive web traffic to GTU portals, increase engagement among partners, and enhance student interest in GTU.
- Collaborate with academic and business units throughout GTU, as well as with partner schools, affiliates, and other institutions to ensure consistent, sophisticated brand awareness and identity, and communications style and coherence.
- Advise and support the President in interactions with the media and general public, including on messaging and content creation and presentation; support other senior staff who interact with the media and the public to enable a consistent and effective message.



- Set marketing, admissions, and communications goals, and execute strategy; regularly evaluate and adjust those goals while incorporating feedback and new information; establish and track relevant metrics for the effectiveness of strategy.
- Develop new audiences, helping to expand GTU's traditional base, while working with partner/consortium schools, partners and affiliates to achieve GTU's mission.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

#### **Prerequisite**

- Bachelor's degree required (communications, public relations, marketing); Master's degree preferred
- Minimum of **ten** years of marketing, communications, and ideally admissions experience; at least 5 years in a managerial capacity in a complex, high profile organizational setting
- Demonstrated experience presenting to diverse audiences including media/reporters, donors, Boards, and other constituencies
- Comfortable experience representing an institution as a spokesperson and clearly conveying institutional goals and strategies articulately
- Experience as a media spokesperson for a corporation or institution
- Ability to understand and sift through various constituent voices to find and articulate common ground, resulting in clear strategic or public relations statements

### **Compensation Package**

Competitive salary, dependent on qualifications, plus excellent benefits.

### **Application Process**

A letter of interest, resume, and the names of three professional references should be submitted to [personnel@gtu.edu](mailto:personnel@gtu.edu)

Review of applications will begin immediately and continue until the position is filled. For more details, visit [www.gtu.edu/about/employment](http://www.gtu.edu/about/employment).

*The Graduate Theological Union is an Equal Opportunity Employer*