



University of Washington
Seattle, Washington

SEARCH SPECIFICATIONS

Senior Director for Marketing and Communications
College of Arts and Sciences

Prepared By

BRYANT GROUP
Building Powerful Teams



**University of Washington
College of Arts and Sciences**

Senior Director for Marketing and Communications

Search Specifications

The Opportunity

The College of Arts and Sciences at the University of Washington is seeking an experienced, creative leader for the role of Senior Director for Marketing and Communications to lead all internal and external communications including branding, marketing, media relations, advertising and social media. Communication vehicles will be aimed at building the UW's reputation, maximizing student enrollments and supporting the College's fundraising priorities.

The Senior Director is responsible for advising the Dean, Divisional Deans, Associate Deans and college leadership on all communications strategy and messaging.

Reporting jointly to the Associate Dean for Advancement and the University's Chief Marketing and Communications Officer, the Senior Director is responsible for dynamic, creative, and effective messaging to help attract and inform students and their parents, as well as donors.

The College of Arts and Sciences provides a liberal arts education of tremendous breadth and depth to more than 21,000 students while advancing research and serving as a resource for the community. The College is made up of four academic divisions: arts, humanities, natural sciences, and social sciences. There are 39 departments represented in the College and more than two dozen interdisciplinary centers.

It is the largest academic unit on campus and graduates nearly 70% of the alumni of the University of Washington. Undergraduate tuition brings the College more than \$180 million in revenue. Also, faculty of the the College generate over \$100 million in grants and contracts annually.



The University of Washington is currently involved in a \$5 billion fundraising campaign, the largest ever undertaken by a public university in the country. The University has raised \$4.75 billion, with two years remaining. The fundraising goal for the College of Arts and Sciences is \$500 million, of which \$421 million has been raised.

The College's audiences are extremely diverse given the breadth and depth of its educational and research excellence. The range of projects within the College requires a deep and broad understanding of both the academic and advancement priorities for the College.

This position calls for a dynamic professional who thrives in a complex and fast-paced environment, has a track record of success in higher education or other complex environment and has a passion for the goals and mission of the College. The Senior Director will be based in Seattle, Washington.

The University of Washington has retained BRYANT GROUP to manage the search for the Senior Director for Marketing and Communications for the UW College of Arts and Sciences.

University of Washington

The University of Washington aims to be the best public university in the world as measured by impact.

Opening November 4, 1861, the UW has earned an international reputation for its research and graduate programs. Research is of great benefit to the broader community and undergraduates benefit by learning from professors who are at the forefront of generating new knowledge. The UW's graduate programs are among the most highly-rated in the nation.



The Seattle campus, with 218 buildings, occupies 643 acres just north of downtown Seattle. There are two additional campuses, one in Bothell and one in Tacoma, as well as a world-class academic medical center. The University is governed by a 10-member Board of Regents appointed by the Governor.

In Fall 2017, the UW enrolled more than 57,000 undergraduate and graduate students. The Seattle campus has more than 46,000 students, including 14,624 graduate and professional students.

The UW is one of the top public universities in the nation in the number of students who have received premier national awards such as the Rhodes, Marshall, Truman, Fulbright and Goldwater scholarships and fellowships. In addition, the UW ranks first among all U.S. universities in the number of graduates volunteering for the Peace Corps.

The UW has approximately 4,350 faculty members, including seven Nobel Prize winners, 15 MacArthur Fellows (the genius award”), more than 240 members of the Institute of Medicine and the National Academies, and 162 Fellows in the American Association for the Advancement of Science.

The UW receives more federal research dollars than any other public university in the nation. In 2013, all grants and contracts amounted to \$1.24 billion (4,756 grants), which supports more than 7,000 jobs in the local economy. Seventy-nine percent of these funds are from federal sources. Two hundred-eighty companies have been started by UW faculty and students or with UW-developed technology. Eighty-one patents were awarded in 2014, and more than 80 ventures are currently in the startup pipeline.

The Department of Intercollegiate Athletics has an extensive program in college athletics, with competition in 23 sports and membership in the Pac-12 Conference. Many of the 11 men's and 12 women's teams frequently earn national honors. Women's intercollegiate sports at the University are basketball, crew, cross country, golf, gymnastics, soccer, softball, swimming, tennis, indoor and outdoor track and field, and volleyball. Men's intercollegiate sports are baseball, basketball, crew, cross country, football, golf, soccer, swimming, tennis, and indoor and outdoor track and field. Their mascot is the Husky.

College of Arts and Sciences

With more than 6,550 undergraduate courses offered in the College of Arts and Sciences annually, students can study everything from art to physics. Two of the most popular majors at the University in Fall of 2017 were Psychology and Biochemistry. Undergraduates pursuing non-Arts and Sciences degrees still take 40 percent of their credit hours in the College.

From malaria treatment to solar energy to human rights, Arts and Sciences researchers are tackling many of our society's most pressing issues. The College is home to more than two-dozen interdisciplinary centers and has ties to many others, enabling scholars in diverse fields to



collaborate on complex research questions. Arts and Sciences faculty generate about \$90 million annually in research funding through public and private grants.

All of the University's arts units—the Schools of Music, Art, and Drama, the Dance Program, Digital Arts and Experimental Media (DXARTS), the Henry Art Gallery, the Burke Museum, UW World Series, and Meany Hall for the Performing Arts—are part of the College. They offer more than 280 performances, 60 exhibits, and 100 public programs annually.

The College teaches more than 50 languages and offers study abroad programs in dozens of international locations. A new UW center opened in León, Spain in 2009, joining the UW's Rome Center as an invaluable resource abroad. The Jackson School of International Studies' eight National Resource Centers, which encourage interdisciplinary regionally based outreach and education, were awarded more than \$7.5 million in funding from the U.S. Department of Education for the most recent four-year funding cycle.

The College has developed dozens of innovative partnerships with the community. These include summer programs for K-12 teachers in fields ranging from international studies to physics; guided star-gazing at the Jacobsen Observatory; public art projects in conjunction with government agencies; year-long partnerships that bring graduate students in the sciences into high school classrooms and more.

Arts and Sciences students, among the best in the nation, have had great success competing for major scholarships and other awards. Since 2000, five students have been named Rhodes Scholars; more than two dozen have won Goldwater Scholarships, and four have been selected as Gates Cambridge Scholars. Arts and Sciences alumni have become leaders regionally and nationally in fields ranging from art to physics. Two have received a Nobel Prize.

Others have made their mark as elected officials, serving as city council members, state representatives, U.S. representatives, mayors, and even governor of the state of Washington. NGOs founded by alumni have improved lives from Colombia to China. Theatres ranging from ACT to the Oregon Shakespeare Festival were created by UW Arts and Sciences alumni. Pulitzer Prizes have been bestowed on Arts and Sciences alumni eleven times since 1950, including three since 2001.



University Facts

Founded:	1861
President:	Ana Mari Cauce, Ph.D.
Total University Enrollment:	57,280 Total (Fall 2017) 40,832 Undergraduate 41,369 Graduate/Professional
Seattle Enrollment:	46,165 Total (Fall 2017) 31,541 Undergraduate 14,624 Graduate/Professional
Areas of Study:	440 Degree Options Across 280 Academic Programs
Degrees Awarded, Seattle Campus (2016):	Bachelor's – 7,772 Master's – 3,598 Doctoral – 778 Professional – 518 Total – 12,666
Faculty:	4,350
Staff:	25,850
Seattle Campus:	643 acres 218 buildings
Library Holdings:	22 libraries on campus 5 million cataloged volumes 5 million microforms 50,000 serial titles
Governance:	Ten-member Board of Regents, appointed by the Governor
Endowment:	4,506 Endowments with a Market Value of \$3 billion
Operating Budget:	\$7.1 billion
University Web Site:	www.washington.edu



UW College of Arts and Sciences Facts

Year Founded:	1861
Dean:	Robert Stacey, Ph.D.
Faculty:	1,610 Academic and Research Faculty
Students:	21,025 Total 9,348 Undergraduate pre-majors 9,056 Undergraduate majors 2,621 Graduate students
Research Grants (2017):	Grants Totaling \$105 million
Degree Programs:	4 divisions, 43 departments and more than 30 centers and institutes
Degrees Awarded (2106):	5,046 Bachelor's 573 Master's 288 Doctorate
School Web Site:	https://artsci.washington.edu

University Marketing and Communications

University Marketing & Communications focuses on increasing support for the University of Washington as it seeks to be the greatest public university in the world, as measured by impact on people's lives. The office leads the University's marketing and communications strategy and collaborates with partners across all three campuses to raise awareness and engage the University with its supporters and the greater public.

Based within University Advancement, and serving as one of the three key elements of the UW's integrated advancement strategy, UMAC features the full range of marketing and communications disciplines — from advancement communications to videography. The team is comprised of enthusiastic ambassadors for the University of Washington and the values it represents.

University Advancement

The University's Advancement program is comprised of more than 600 advancement professionals located throughout the UW's schools, colleges, programs and units on three campuses, as well as in the central development office, Advancement Services, University Marketing and Communications, and the UW Alumni Association.



The office is led by the Vice President for University Advancement (Connie Kravas), who reports directly to the University President. Reporting to the Vice President are the Senior Associate Vice President & Chief Budget Officer; Associate Vice Presidents for Advancement Services, Alumni Relations, Individual Giving, and UW Medicine; the Assistant Vice President, Campaigns; and the Chief Marketing and Communications Officer.

Structure

The College of Arts and Sciences marketing and communications professionals are housed in the college and work jointly with academic leaders, advancement professionals, and central Marketing and Communications professionals to ensure strategic alignment and best outcomes. The Senior Director for Marketing and Communications will report to the Chief Marketing and Communications Officer for the University and to the Associate Dean for Advancement in the College of Arts & Sciences. The Senior Director will be part of a seven-member senior staff in the 62-person advancement office in the College of Arts and Sciences.

Position Description

Senior Director for Marketing and Communications College of Arts and Sciences

The Senior Director for Marketing and Communications leads all internal and external communications for the College including branding, marketing, media relations, advertising and social media aimed at building the UW's reputation, maximizing student enrollments and supporting the College's fundraising priorities.

This position is responsible for advising the college leadership on all communications strategy and messaging and works closely with University Marketing and Communications to align the College's communications and marketing with those of the UW as a whole.

Responsibilities include:

- Overseeing the day-to-day operations of the CAS marketing and communications team including leading a team of 12 marketing and communication professionals (5 direct reports).
- Champion internal communications relating to faculty and staff functions to promote a highly engaged workforce.
- Create and maintain a comprehensive strategic marketing and communications plan for the College of Arts and Sciences.
- Oversee the College's *Perspectives* print and electronic newsletter, advise on content and messaging strategy.
- Capture media attention for significant and newsworthy stories from the College.
- Oversee the Director of Web Services, advise and provide marketing and communications insight and guidance regarding the College's web presence. Manage and grow the College's social media efforts.



Required qualifications include:

- Six to eight years of progressively responsible experience in non-profit or institutional advancement, marketing, public relations, or a related field with leadership experience in communications.
- Bachelor's degree in Marketing, Communication, Journalism, English or a related field.
- Extensive knowledge and experience of fundraising, fundraising principles, marketing principals and industry trends.
- Demonstrated experience analyzing and synthesizing large and complex amounts of information.
- Demonstrated creativity, organizational ability, and political finesse.
- Proven ability to create, communicate, achieve and drive superb results that energize and inspire staff and colleagues, with a proven record of creating organizational structure able to sustain growth, demand, and success.
- Demonstrated experience in planning, directing, and monitoring budgets.

Preferred Qualifications:

- Experience working in the field of higher education.
- Fundraising experience desirable.
- Basic understanding of HTML coding.
- Experience working with content management systems.
- Experience in outreach and engagement efforts with prospective and current students and their parents.

Biographical Profiles

Robert Stacey, Ph.D.

Dean

College of Arts and Sciences



Stacey, professor of history, has served as dean since January 2013, after one year as interim dean, four years as the College's divisional dean of arts and humanities and an earlier stint as divisional dean of the social sciences.

Since joining the UW faculty in 1988, Stacey has held numerous administrative posts, including chairing the Department of History, serving on the Faculty Senate, heading the UW's Advisory Committee on Intercollegiate Athletics, and chairing the University Academic Council. Stacey's scholarly work focuses on the history of Jews in medieval England. In 1997, he received the UW Distinguished Teaching Award. In addition to his other duties, Stacey has been a popular speaker at the UW Alumni Association's lecture series.



Tracy Ostrem

Associate Dean for Advancement
College of Arts and Sciences and
University Advancement



Tracy Ostrem joined the University of Washington Advancement in 2002 and presently serves as the Associate Dean for Advancement in the College of Arts and Sciences.

In this role, Tracy oversees an integrated advancement team of 62 advancement professionals encompassing 39 academic departments, more than 30 centers of excellence, the Burke Museum of Natural History, the Henry Art Gallery and the Meany Center for the Performing Arts. She is a strong proponent of integrated advancement models which brings fundraising, alumni relations and marketing together across central, decentral and unit levels.

During her 17 years at the University of Washington, Tracy has led units in the execution of two major fundraising campaigns, the \$2.78 billion campaign “Creating Futures” and presently a \$5 billion campaign “Be Boundless.” During the “Creating Futures” campaign, she received national recognition for successfully leading the campaign for the top-ranked School of Nursing and tripling their philanthropic support. She is currently responsible for the successful execution of the College of Arts and Science’s most ambitious fundraising campaign with a goal of \$500 million which will double their fundraising levels from the previous campaign.

Prior to joining the University of Washington, Tracy served as Vice President for Advancement at the Hope Heart Institute in the Providence Medical System. She also held positions at Washington State University, her alma mater which launched her twenty-six year career in highly successful advancement programs for higher education, medical/healthcare and research institutions.

Tracy has been actively involved with the Council for Advancement and Support of Education (CASE) as a member of the District VIII Board of Directors, 2015 Conference Chair, 2012 Program Track Chair for Major Gifts, and she is a highly regarded conference speaker.

Mary Gresch

Chief Marketing and Communications Officer
University of Washington



Mary is Chief Marketing and Communications Officer for the University of Washington. As the lead communication executive for the university, Mary oversees the development of the institution’s integrated brand strategy and the development and operations of the University’s marketing and communications program.



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Prior to joining the UW in 2013, Mary was the principal at Mary Gresch & Associates. Mary's firm specialized in utilizing brand marketing to develop philanthropic cultures in higher education and advised on all aspects of communications leadership and management, including market research and message development; institutional brand marketing; fund-raising communications and campaign planning; organizational and staff development; creative strategy and execution in all media; media relations; and budget management.

From 1992-2007, Mary served in communication capacities at Washington State University including seven years as the Associate Vice President for Strategic Communications and Marketing, where she led an innovative and successful multi-year brand campaign. She also served as Director of Foundation Communications, where she led communications strategy for WSU's first comprehensive campaign.

Prior to her tenure at WSU, Mary was the director of public relations and publications at the Cate School in Carpinteria, California, and a development coordinator for the National Multiple Sclerosis Society. Mary has been active in CASE for many years, currently serving on the national CASE Commission for Communications and Marketing.

Seattle, Washington

Seattle is an exciting city surrounded by unmatched natural beauty. Situated on Puget Sound in the Pacific Northwest, "The Emerald City" is surrounded by water, mountains and evergreen forests, and contains thousands of acres of parkland.

Washington State's largest city, Seattle is home to a variety of industries, including technology, aerospace and defense, forest products and clean and renewable energy. The Port of Seattle is the largest container seaport in the US and is a gateway for trade with Asia, as well as Alaskan cruises. The futuristic Space Needle, a 1962 World's Fair legacy, is its most iconic landmark. The population in the Seattle Metropolitan area is nearly 3.8 million.



Seattle's reputation is one of a great arts city, and is home to a number of prestigious arts organizations, including the Seattle Symphony Orchestra, the Seattle Opera, Pacific Northwest



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Ballet, the Seattle Art Museum, the Asian Art Museum, the Chihuly Garden and Glass, and many others.

There are nine major medical facilities in Seattle, including University of Washington Medical Center, Fred Hutchinson Cancer Research Center, Seattle Children's Hospital, and Veteran's Affairs Medical Center. Higher education is represented by ten public and private colleges and universities, including the University of Washington and Seattle University.

Local professional sports teams include the Seahawks (NFL), Mariners (MLB) and Sounders FC (MLS). Women's professional teams include the Seattle Storm (WNBA) and Seattle Reign (NWSL).

Seattle's mild, temperate marine climate allows year-round outdoor recreation, including walking, cycling, hiking, mountain climbing, skiing, snowboarding, kayaking, rock climbing, motor boating, sailing, team sports, golf and swimming.

More information about the Seattle area is available at www.visitseattle.org and more information about the state of Washington is available at <http://access.wa.gov/topics/statefacts>.

Application Procedure

To apply for the Senior Director of Marketing and Communications in the University of Washington College of Arts and Sciences, please submit your resume and cover letter in confidence to:

John Toolan
Consulting Vice President
BRYANT GROUP
jtoolan@bryantgrp.com

BRYANT GROUP is the industry leader in executive search for philanthropy. For nearly 30 years, BRYANT GROUP professionals have focused on recruiting successful development and advancement professionals at the mid- and senior-executive levels for institutions of higher education, hospitals and medical centers, and other nonprofits nationally and internationally. The firm also offers team-building education and leadership coaching to help our clients build powerful advancement teams.



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