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## POSITION AND CANDIDATE SPECIFICATION

### SIMMONS COLLEGE

### VICE PRESIDENT FOR MARKETING

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## POSITION SPECIFICATION

### Client Organization

Located in Boston's historic Fenway, Simmons College is a small, private college focused on educating students for enriching careers and useful, independent lives since 1899. Simmons is comprised of a pioneering undergraduate college for women; renowned graduate programs for women and men in social work, health studies, library and information science, and liberal arts; and the nation's only MBA program designed for women. The Simmons community believes passionately in teaching and in placing students' educational needs first.

Simmons consistently ranks among the nation's top schools in its category in the *U.S. News and World Report's* annual survey. *The Princeton Review's* most recent college guide, *357 Best Colleges*, places Simmons in its "cream of the crop" for undergraduate education. In addition to the recognition Simmons has received for academic excellence, it is the only college named as one of the "20 Best Places to Work" by the *Boston Business Journal* in the large company category.

Simmons enrolls more than 2,000 undergraduate women and more than 2,700 graduate women and men. The College has approximately 400 administrators and staff members, 250 full-time faculty members, as well as 200 part-time faculty members, most of whom are clinical professors who work in schools, archives, libraries, hospitals, and businesses.

Simmons is in strong financial condition, thanks in part to an effective strategic plan launched in 2002. Total enrollment has risen 42 percent for the past six years and is projected to rise moderately for the foreseeable future. SAT scores for the class of 2008 are the highest in 30 years, reflecting the College's increasing emphasis on strengthening academic quality, which is the cornerstone of the strategic plan. Simmons' FY 2006 operating budget is \$112 million, with a projected operating surplus of approximately \$1.5 million, representing the tenth consecutive year of balanced budgets. Since 2002, total net assets have increased by 35 percent, from \$163 million to \$220 million. Its endowment is \$180 million. The College recently completed a successful capital campaign that raised \$69.3 million, exceeding the goal by 40 percent.

The College is governed by 33-member Board of Trustees. Members of the Board consistently describe their service as trustees as one of the most fulfilling of their civic responsibilities. Simmons also boasts a network of more than 36,000 alumnae/i. See the College's website, [www.simmons.edu](http://www.simmons.edu), for more detail.

Simmons recently embarked on a brand development program using its strategic plan as the foundation. This program has resulted in a university-wide brand identity, messaging system, and visual identity. Each individual school has its own interpretation of the Simmons brand, but remains securely part of the Simmons brand family. The brand

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platform has tested well in market research and continues to generate positive results in terms of increased enrollment and other goals. While awareness of Simmons is strong in regional markets, growing national awareness is a key opportunity for the continued growth. With this strong and differentiated umbrella brand now developed, Simmons is poised to significantly expand its awareness to key constituencies on a national level.

## Position Summary

Reporting to the President, the Vice President for Marketing will be responsible for leading and coordinating direct and brand-related marketing efforts to raise awareness of Simmons, while building a strong, differentiated brand identity for the College and its individual schools and programs. The overall goal for the marketing department is to increase student demand for Simmons' undergraduate and graduate schools, build alumnae/i loyalty and financial support, and strengthen its position in the marketplace, especially in terms of academic reputation. The office of the Vice President for Marketing oversees a budget of \$3.3 million, including salaries.

## Key Relationships

Reports to: President

Direct Reports: Senior Director of Marketing Communications (publications, brand management, advancement communications) (staff of 7)  
Director of Internet Marketing (staff of 2)  
Director of Public Relations (staff of 4)  
Director of College of Arts and Sciences Marketing and Advertising (staff of 2)

Key Relationships: Deans and Vice President of Advancement

## Major Responsibilities

This is a tremendous opportunity for a senior executive to join one of America's leading small universities and play a key role in its continued growth and evolution. As part of this process, the Vice President for Marketing will be responsible for:

- Developing long- and short-term marketing strategies and objectives, making changes as necessary to ensure the competitive position of Simmons College and its individual schools and programs in the marketplace;
- Building upon the successful brand execution and direct marketing strategies (both print and online) to deliver increasing numbers of qualified inquiries to all admissions officers, improve yield, and support enrollment growth;

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- Playing an integral role with the deans of the individual schools and the VP for Advancement in maintaining high levels of support for the Simmons brand platform and assisting the units to meet their enrollment and revenue goals;
- Continuing to integrate the core Simmons brand messaging and visual identity across all aspects of marketing in the various Simmons schools and programs, to ensure maximum synergies;
- Managing all aspects of central marketing, including advertising, public relations, internet marketing, web content and design, search engine optimization, publications, and advancement communications;
- Creating awareness of Simmons College and its President;
- Strengthening the College's position among opinion leaders, alumnae/i, and the general public;
- Overseeing implementation of brand standards for all internal communications;
- Partnering with development officers to develop a communications strategy for future fundraising campaigns for the college;
- Partnering with Alumni Relations to create compelling, brand-consistent communications that support efforts to build engagement;
- Overseeing the update and evolution of current branding, conducting additional research of external audiences to enhance competitive positioning; and
- Providing support and consultation to other functions that have internal or external communications vehicles including admissions and other college departments.

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## CANDIDATE SPECIFICATION: KEY SELECTION CRITERIA

### Ideal Experience

- Minimum of ten years of marketing experience in the for-profit or nonprofit sectors, with management experience similar in scope to the marketing department at Simmons;
- Extensive experience in and a demonstrated track record of creating comprehensive data-driven marketing strategies for multiple constituencies that translate into measurable results, preferably for high-end, intangible products;
- Wide range of marketing experiences: brand development, market research, media, media planning, advertising, public relationships and ideally, donor relations. He/she must have a firm grasp of how these elements interact to drive branding, enrollment growth, alumni engagement, and bottom-line results;
- Direct response marketing expertise that can be translated to a university setting, especially with regard to admissions and development;
- Demonstrated track record of working in a highly matrixed, cross-functional organization and building relationships with key constituencies;
- Experience leading results-oriented innovation processes that lead to successful branding and advertising campaigns; and
- Bachelor's degree required; advanced degree preferred.

### Critical Competencies for Success

*Strategic and Operational Leadership:* In a college that has both a centralized and decentralized marketing function, create a strong, unified marketing presence for Simmons by:

- Gaining buy-in, fine tuning and expanding a college-wide branding and awareness campaign;
- Working closely with the undergraduate and graduate schools' admissions office to generate qualified inquiries;
- Working closely with the Vice President for Advancement to build alumni engagement and philanthropy through effective communications leadership;
- Utilizing constrained resources and operating concurrently as a strategic leader and/or individual contributor as appropriate;

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- Conducting, overseeing and utilizing internal and external market research to make data-driven decisions; and
- Creating a public relations strategy that incorporates media relations and the creation of a public platform for Simmons' new President.

*Relationship Building:* In a department where success is heavily dependent on both internal and external constituencies, create a shared vision for the future of Simmons College by:

- Building strong and trusting partnerships with the deans and vice presidents and key members of their respective staffs;
- Developing a partnership-oriented culture within the marketing department, continuing to ensure that it is viewed as "value-added and expert in the field" by leaders across the school; and
- Engaging with trustees, many of whom have strong marketing backgrounds, to address strategic marketing issues.

*Communications:* At a time when competition for dollars and students is intense, ensure widespread awareness of Simmons and its programs by:

- Extending the branding strategy into alumnae/i relations and development communications;
- Working closely with the director of public relations to engage opinion leaders in the business, government and academic communities; and
- Continuing to develop and enhance the external communication program for Simmons' president, deans, and faculty geared toward raising the visibility of the school nationally and internationally.

## **Other Personal Characteristics**

- Passion and appreciation for higher education, especially women's education.
- Strong interpersonal skills
- Competencies in and appreciation for working in a multicultural environment.
- Excellent leadership abilities, with a willingness to listen and respect the abilities of those around him/her.
- The ability to effectively mediate many voices and messages.

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- Entrepreneurial spirit, a “player/coach” approach, and the ability to manage a team while also contributing on a individual level;
- An approachable demeanor, sense of humor and ability to be flexible and nimble as well as strategic.