



POSITION PROFILE

Vice President of Marketing and Communications,
Chief Marketing Officer

Simmons University

Boston, Massachusetts



VICE PRESIDENT OF MARKETING AND COMMUNICATIONS, CHIEF MARKETING OFFICER

Imagine, design, create, build, elevate, inspire – as the next Vice President of Marketing and Communications and Chief Marketing Officer (CMO) at Simmons University. The organization seeks a resourceful, nimble, and passionate strategic marketing and communications professional eager to share Simmons’ unique story. The CMO will partner with a President most often described as dynamic and brilliant in a collaborative effort to share “Boston’s best kept secret” with the world.

Simmons
UNIVERSITY



MASSACHUSETTS DEPARTMENT
OF CONSERVATION AND RECREATION

ABOUT SIMMONS UNIVERSITY

Decades before women in America gained the right to vote, Boston businessman John Simmons had a revolutionary idea - that women should be able to earn independent livelihoods and lead meaningful lives.

When he died in 1870, his will provided for the founding of an educational institution: “It is my will to found and endow an institution to be called Simmons Female College, for the purpose of teaching medicine, music, drawing, designing, telegraphy, and other branches of art, science, and industry best calculated to enable the scholars to acquire an independent livelihood.”

In keeping with its founding impulse, Simmons is dedicated to empowering women, developing leaders, and advancing equity and justice both locally and globally. Simmons welcomed its first class of 146 in 1902, graduated its first African American student in 1914 and was one of the few private colleges not to impose admission quotas on Jewish students during the first half of the 1900s. In 1963, Simmons established the Dorothea Lynde Dix Scholars Program, one of the region’s first and most successful programs for non-traditional students uniquely designed to support adult women age 24 and older or second bachelor’s candidates. In 2014, Simmons announced a policy on the acceptance of transgender students, and its undergraduate program accepts applicants who are assigned female at birth as well as those who self-identify as women. Today, Simmons is anchored by its highly respected women-centered undergraduate programs and enriched by its coeducational graduate offerings — accessible both on the ground and online — in health sciences, liberal arts, business, communications, social work, public health, and library and information science.

Simmons has sponsored the [Simmons Leadership Conference](#), the premier women’s leadership conference in the world, for the last four decades. Every year, the Conference attracts mid- and senior-level managers from companies and organizations across the country and around the globe. This year, amidst Covid restrictions, the conference was held virtually with an attendance of 6,700 women. In 2019, the University established the Institute for Leadership to advance its pivotal work in developing women leaders. Drawing on the expertise of Simmons’ faculty, alumnae/i and students, as well as external partners, the new Institute is charged with developing new educational programs for corporate executives, conducting research, and designing other activities focused on advancing women’s leadership, including hosting global conferences and conversations.





Simmons is a multi-faceted university offering undergraduate and graduate degree programs in both on campus and online modalities. Undergraduate enrollment totals some 1,777 women, 11% of whom are Dix Scholars. The racial composition of the undergraduate population at Simmons is 11% Asian, 7% Black or African American, 8% Latinx, 5% multi-racial, and 62% White students. The graduate student population numbers 4,858 men and women as of fall 2019 (3,728 of whom are online students), comprising 4% Asian, 9% Black or African American, 7% Latinx, and 56% White students. Current graduate offerings include six doctoral programs and nine master's programs (five of which are offered online with students from all 50 states enrolled). Simmons is a member of the Colleges of the Fenway consortium, which also includes Emmanuel College, Wentworth Institute of Technology, Massachusetts College of Pharmacy and Health Sciences, and Massachusetts College of

Art and Design. This collaboration provides cross-registration opportunities to the more than 12,000 undergraduate students that attend these five institutions.

The Simmons faculty comprises 231 full-time members, 72% of whom are women. Nearly 90% of liberal arts faculty members have earned terminal degrees in their fields. The faculty racial demographics are 7% Asian, 7% Black or African American, 6% Latinx, and 77% White. Faculty members are proud, dedicated, and passionate teachers and scholars who are engaged with their students not only as close advisors, but also as collaborators and peers in learning, research, and discovery. The Simmons classroom is an intimate and hands-on learning experience with the average undergraduate student-to-faculty ratio of 8:1.

SIMMONS GROWTH: FROM COLLEGE TO UNIVERSITY

The story of Simmons' last 10 years is critical to understanding the University of today — and of tomorrow. On September 1, 2018, Simmons College became Simmons University, a transition that was years in planning and accurately reflects the institution's growth over the previous decade. Just prior to becoming Simmons University, a complete restructuring of Simmons resulted in the creation of four colleges: The College of Organizational, Computational, and Information Sciences, composed of the School of Library and Information Science, the Division of Mathematics and Computer Science, and the School of Business; The College of Natural, Behavioral, and Health Sciences (Behavior Analysis, Biology, Chemistry/Physics, Health Professions Education, Nursing, Nutrition, Physical Therapy, Psychology); The College of Social Sciences, Policy, and Practice (Economics, Education, Public Health, Public Policy, Social Work, Sociology); and The Gwen Ifill College of Media, Arts, and Humanities (Art and Music, Children's Literature, Communications, Critical Race, Gender, and Cultural Studies, English, History, Modern Languages and Literatures, and Philosophy.)

In 2008, when President Helen Drinan took the helm at Simmons, the world was entering the biggest economic crisis since the Great Depression. Simmons's leadership made difficult decisions to strengthen the institution's financial stability and flexibility — including right-sizing the University and diversifying revenues. While those decisions were difficult for the Simmons community, in the years since, Simmons has met self-imposed goals for net-tuition revenue growth, revenue surplus budgets, and fundraising, as well as appropriate debt ratios and cash reserves. In FY20, Simmons had revenues of approximately \$186 million.

Simmons story is one of growth and innovation based on a solid foundation arising out of recovery from the 2008 financial crisis. On campus and online enrollment; a variety of revenue streams; renewed investments in diversity, equity, and inclusion; and the modernization of the campus infrastructure have fueled this growth. The confluence of strong leadership and committed trustees, faculty, alumnae/i, staff and students, and a willingness to implement new ways of doing business ensured this institutional success.

Simmons has renewed its tradition of innovation by building high-quality online undergraduate and graduate offerings. Simmons' partnership with education technology company [2U](#) has been instrumental to the growth of the University's nationally recognized graduate programs, including the doubling of enrollment and revenue since 2012. In May 2020, Simmons expanded this productive partnership to develop and deliver a fully online, reimagined virtual experience with hundreds of online undergraduate courses to meet the needs of students during the pandemic. In addition, Simmons has launched CompleteDegree@ Simmons, a fully online undergraduate program geared toward adult learners that features bachelor's degrees in business and management, communications, computer science, marketing, psychology, public health and social work.



Simmons University's robust educational portfolio, which includes an on-campus undergraduate program, an online undergraduate program, an on-campus graduate program and an online graduate program, is designed to meet the needs of 21st century learners. Skillful understanding of this educational portfolio and the partnership with 2U will be critical to this candidate's long-term success.

Looking to the future, Simmons's leadership has embarked on a series of far-reaching initiatives that aim to reshape the University and position it for the long term. The phrase, "2 x 2 + 1" can be heard from faculty and administrators alike as a descriptor of how Simmons will deliver on its educational promises and achieve its initiatives; on campus and online (2), undergraduate and graduate (2), and through the Institute for Inclusive Leadership (1). Central to Simmons' future is an explicit emphasis and focus on social justice through the lens of diversity, equity, inclusion and belonging. Simmons is committed to building a community that is equitable and inclusive of all its students, staff, faculty and alumnae/i. The Organizational Culture, Inclusion & Equity Office (OCIE) is dedicated to upholding Simmons' commitment of providing a transformative and supportive learning environment. By approaching diversity work in a systemic and multidimensional way Simmons aims to demonstrate the tremendous educational and cultural benefits that equity and inclusion initiatives have served and will continue to serve the Simmons community, the U.S. and the world. The concepts of diversity, equity, inclusion, and social justice anchor Simmons's work in the framework of Inclusive Excellence, advanced by the Association of American Colleges and Universities.

GWEN IFILL

A Life of Purpose

Best known as a successful and much admired television news anchor, Gwen Ifill launched her career here at Simmons, where she majored in Communications, wrote for student publications, and interned at local newspapers.

A black woman covering politics, she often found herself overturning stereotypes and breaking new ground. She encouraged the next generation of journalists, advising, "learn lessons from the people who are willing to help and ignore the haters."





WORDS HAVE POWER



LEADERSHIP

President Lynn Perry Wooten

Dr. Lynn Perry Wooten, a seasoned academic and an expert on organizational development and transformation, became the ninth president of Simmons University on July 1, 2020. She is the first African American to lead the university.

Specializing in crisis leadership, diversity and inclusion, and positive leadership — organizational behavior that reveals and nurtures the highest level of human potential — Dr. Wooten is an innovative leader and prolific author and presenter whose research has informed her work in the classroom and as an administrator. She first joined a university faculty in 1994 and has served in administrative roles since 2008. Dr. Wooten came to Simmons from Cornell University, where she was the David J. Nolan Dean and Professor of Management and Organizations at the Dyson School of Applied Economics and Management.

With leadership at the core of her work, Dr. Wooten's research has ranged from an NIH-funded investigation of how leadership can positively alleviate health disparities to leading in a crisis and managing workforce diversity. She is the author of two books, *Positive Organizing in a Global Society: Understanding and Engaging Differences for Capacity Building and Inclusion* (2016) and *Leading Under Pressure: From Surviving to Thriving Before, During, and After a Crisis* (2010). Sharing her work at nearly 60 symposia and conferences, she also is the author of nearly 30 journal articles and more than 15 book chapters, as well as managerial monographs and numerous teaching cases.

Dr. Wooten grew up in Philadelphia, where she attended an all-girls high school. She earned a bachelor's degree in Accounting in 1988 from North Carolina Agricultural and Technical State University, a Historically Black College, where she graduated as valedictorian; an MBA from the Duke University Fuqua School of Business in 1990; and a Ph.D. in Business Administration from the University of Michigan Ross School of Business in 1995.

She received a Certificate in Advanced Educational Leadership from the Harvard University Graduate School of Education in 2018.

Starting her career as Assistant Professor of Management at the University of Florida Warrington College of Business, Dr. Wooten returned to the University of Michigan in 1998, where she served on the faculty of the Ross School of Business for nearly 20 years. There, she taught undergraduate, graduate, and executive education courses and served as Co-Faculty Director of the Center for Positive Organizations as well as Co-Faculty Director of the Executive Leadership Institute. She became engaged in student life as an associate dean, ultimately serving as Senior Associate Dean for Student and Academic Excellence. She left Michigan in 2017 for the deanship at Cornell.

Dr. Wooten is an active member of several national volunteer leadership organizations, including Delta Sigma Theta Sorority, Jack & Jill of America, Junior League, and The Links Inc. She is an advisory board member for the Aspen Institute's Business and Society Program and on the boards of the Center for Effective Philanthropy and the University of Michigan Alumni Association.

For more information on Simmons University, please visit simmons.edu.



THE OPPORTUNITY

The Vice President of Marketing and Communications and Chief Marketing Officer (CMO) will be a key leader in achieving the strategic priorities of Simmons University, partnering with President Wooten to build a strong and distinctive brand platform, developing and implementing effective internal communication practices, and advancing the University's reputation and visibility. In addition, this person will collaborate and serve as a thought partner to support student recruitment and enrollment goals, and work with Advancement to enhance alumnae/i engagement and provide effective communications and support for fundraising.

The CMO must have a solid marketing background and sensibility and a demonstrated ability to create disciplined, structured, and scalable systems and processes for identifying and promoting programs and opportunities that will drive prestige, brand distinction, enrollment, and alumnae/i and donor engagement and investment.

After the challenges brought on by the global pandemic, the successful candidate must also demonstrate the flexibility and creativity necessary to support the institution and colleagues in the midst of significant change. The Simmons community is nimble and innovative, and the University's marketing and communications leader must be as well. Whether down the hall or via Zoom, today's successful leader must be able to motivate and manage a team effectively through unprecedented change.



As a key member of the leadership team, the CMO will provide strategic thought leadership to the university and lead communications strategies to inform and inspire people about the impact Simmons students, alumnae/i, and faculty are having on campus and around the world.

The CMO will educate, motivate, and lead a team of in-house staff and external consultants to implement the marketing and communications program across channels (e.g., print, presentations, video, visual and digital media, social media, media relations, community relations, special events, email, and the web). The CMO will lead a department of about 15 dedicated and talented professionals in Online Communication and Design, Brand and Creative Services, and Media Relations and Government Affairs. The CMO will also partner closely with marketing and communications staff at 2U, Simmons's online education platform provider.

Simmons is actively preparing to face the opportunities and challenges of the future. The CMO will join the university at an exciting moment in its history and the specific responsibilities will include, but not be limited to:

- Creating and implementing a comprehensive (internal and external), innovative, and compelling integrated marketing, communications, and branding strategy consistent with Simmons's culture, academic mission, and long-range strategic goals that will enhance visibility and increase awareness, relevance, and revenue.
- Collaboratively working across campus constituencies to create a coherent and comprehensive branding strategy that speaks to the community at large while hearing/incorporating the needs of various audiences/units.
- Leading brand implementation for Simmons, including strategic brand positioning, identity, supervision, and execution across multiple platforms.
- Overseeing media relations and effectively leveraging earned media, helping amplify President Wooten's voice and the voices of faculty and students in the media and public discourse; developing proactive and responsive strategies for print, broadcast, and social media.
- Leading and developing a campus communications team; creating annual department management plans for marketing, communications, and engagement activities, with objectives, goals, strategies, tactics, measurements, and outcomes.
- Leading the university on the coordination, strategy, and execution of issues management and crisis communications.
- Developing and implementing systems, standards, and policies for marketing and communications activities across the campus; creating metrics-driven strategies to measure and evaluate the effectiveness of Simmons's marketing activities.
- Overseeing admission and development marketing campaigns; donor and alumnae/i engagement outreach.
- Serving as a strategic thought-partner, as a member of the president's cabinet, offering new and innovative ideas for communicating about the university and its impact; ensuring consistency of key organizational messaging and developing and executing an internal communications plan to engage the staff; serving as liaison to the External Engagement Committee of the Board of Trustees.
- Fostering an equitable, diverse, and inclusive culture across all campus constituents and stakeholders by ensuring that messaging is inclusive and reflective of Simmons's values.

CANDIDATE PROFILE

The successful candidate is a strategic and thoughtful communicator, a prudent change-agent and collaborator, and a diplomatic and driven leader. The CMO excels at storytelling in all forms to convey the distinctive contributions and lifelong value of Simmons University in the lives of its constituents. The successful candidate will also bring many of the following personal qualities and professional qualifications:

- Demonstrated leadership of strategic communications through creativity and resourcefulness.
- Collaboration with leaders, institution-wide, with the ability to adapt the presentation of ideas for various needs and perspectives in an energizing and inspiring way.
- Extensive expertise in brand building and marketing planning and execution.
- Strong commitment to equity and demonstrated success building and supporting diverse and inclusive teams.
- Proven record of accomplishment as a catalyst and innovator in setting and implementing integrated communications.
- Strong proficiency in devising and implementing effective strategies across communications channels, including digital and social media, organizational websites, newsletters, etc.
- Excitement for identifying new and creative ways to raise the profile of Simmons University while enhancing the messaging and brand across a wide variety of platforms and staying rooted in the values of the organization.
- Commitment to translating data and organizational objectives into marketing strategies.
- Experience building relationships within a diverse group of people in a variety of disciplines to weave a strong narrative and consistent brand across the organization.
- Demonstrated success managing a team of creative individuals and content producers, developing and communicating a structure and workflow for the team and how it relates to the larger organization, building a positive, highly engaged team and culture, and understanding the importance of leading teams towards ambitious results.
- Facility with admissions recruitment and success creating materials for prospective students and their families.
- Experience creating messaging and materials to support advancement.
- Success leading an active media relations program that cultivates relationships with traditional and nontraditional media, pitching stories proactively, and responding to media requests.
- Experience speechwriting and messaging for the president and other senior leaders.

CANDIDATE PROFILE

- Experience developing an internal communications program that builds trust and confidence in organizational decision-making.
- Success building collaborative relationships and effectively sharing information to create consistency and fidelity across messaging while also allowing flexibility to meet the unique needs of differing departments, divisions, or units.

In addition, strong candidates will offer:

- Personal and professional commitment to diversity, equity, inclusion, and social justice.
- Commitment to continuous improvement.
- Bold thinking with innovative ideas and creative problem-solving approaches.
- Flexibility, able to respond quickly to and integrate new information; confidence and directive to prioritize, reprioritize, and adapt as needed.
- Calmness under pressure, clear thinking, and measured decision-making in moments of urgency.
- Empathy and the ability to tell stories with respect and dignity.
- Exceptional judgment and demonstrated interpersonal, listening, facilitating, organizing, verbal and writing skills.
- Demonstrated experience in communicating with a variety of audiences (i.e., faculty, staff, students, volunteers) and media.
- Experience in planning, budgeting, evaluating, and managing projects and staff.
- A passionate and mission-driven spirit.
- Enthusiasm for the prospect of working for a university focused on educating generations of women leaders.
- At least 10 years of progressively responsible experience in public relations and marketing, preferably in higher education; and
- A bachelor's degree from an accredited institution or have an equivalent combination of education/experience is required; a master's degree is preferred.



CONTACT

Tom Phillips of Koya Partners and Holly Bowers of Diversified Search have been exclusively retained for this search. To express your interest in this role please submit your materials [here](#). All inquiries and discussions will be considered strictly confidential.

Consistent with the University's goals to achieve diversity at all levels of university leadership, Simmons encourages nominations and applications from individuals in traditionally underrepresented groups and those dedicated to building a culture of inclusive excellence at Simmons.

The University is committed to equal opportunity for all persons regardless of age, ancestry, class, color, disability, ethnicity, gender identity and expression, marital status, national origin, race, religion, sexual orientation, veteran status, or any other status protected by law.

About Koya Partners

Koya Partners, a member of the Diversified Search Group, is a leading executive search and strategic advising firm dedicated to connecting exceptionally talented people with mission-driven clients. Our founding philosophy—The Right Person in the Right Place Can Change the World—guides our work as we partner with nonprofits & NGOs, institutions of higher education, responsible businesses, and social enterprises in local communities and around the world.

Koya is an equal opportunity employer fully committed to creating an environment and team that represents a variety of backgrounds, perspectives, styles, and experiences. We encourage all to apply because we believe a diversity of voices leads to better discussions, decisions, and outcomes for everyone.

For more information about Koya Partners, visit www.koyapartners.com.