Vice President for Marketing and Communications

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General Scope of Duties
Connecticut College invites nominations and applications for the position of Vice President for Marketing and Communications (VPMC). This is a dynamic opportunity to lead a talented team and transform the College's marketing and communications enterprise. This is an exciting moment for Conn: the institution is ready to refresh its brand, embrace digital innovation, and amplify the distinctive strengths that make it a top liberal arts college. The next VPMC will bring creativity, strategic vision, and collaborative leadership to elevate Conn's visibility and impact in a rapidly changing communications landscape.

Reporting to President Andrea E. Chapdelaine, Ph.D., the Vice President for Marketing and Communications is the chief communications and brand officer of Connecticut College, responsible for shaping and advancing the College's reputation and visibility on a national and global scale. The VPMC provides strategic leadership and drives strategic alignment for all aspects of marketing and communications, including brand, advertising, earned media, social media, creative services, web presence, and executive communications. This role is central to articulating the College's excellence, innovation, and commitment to equity through compelling narratives and integrated content strategies aligned with institutional goals that engage diverse audiences and have an impact.

General Duties and Responsibilities
Reporting directly to the President and serving as a member of the senior leadership team, the Vice President for Marketing and Communications provides both strategic and operational leadership to ensure that marketing and communications align with Connecticut College's mission, strategic goals, and fiscal sustainability. In this highly visible role, the VPMC works closely with the President, senior leaders, the Board of Trustees, and campus partners to advance institutional priorities and actively engage in the life of the College.

A trusted and innovative leader, the VPMC builds strong relationships across campus, fosters collaboration within the division, and unites teams around the College's strategic messaging pillars, reflecting its mission, values, and academic excellence. This individual oversees brand strategy, digital outreach, media relations, creative services, and institutional messaging to ensure that Connecticut College's story and distinctive strengths are communicated clearly and consistently to prospective students, families, alumni, and the broader community.

The VPMC also staffs the Board of Trustees' Marketing and Communications Committee and provides counsel on institutional messaging, reputation management, and issues communications. As the Chief College Relations Officer, the VPMC oversees emergency operations communications and serves as the primary spokesperson in times of crisis, ensuring 24/7 readiness. The VPMC will regularly draft and advise on presidential speeches, correspondence, and high-stakes communications, as well as participating in major College events such as convocation, commencement, and reunion.

Leading a comprehensive marketing and communications strategy across digital, print, web, and media platforms, the VPMC shapes a unified brand identity through compelling storytelling that reflects academic excellence, student success, and community. This leader drives digital-first strategies-including paid and organic social, search, and display advertising-while managing large-scale website projects that enhance design, content, and user experience. They strengthen media relationships, elevate thought leadership, and ensure brand consistency across campus touchpoints, including athletics communications and signage.

Preferred Qualifications

Proven Marketing Leadership: The next Vice President for Marketing and Communications will be an accomplished leader with a bachelor's degree (advanced degree preferred) and at least ten years of experience in marketing and communications. This individual will demonstrate a strong record of creating and implementing results-oriented marketing, communications, and business plans, with a deep understanding of the higher education landscape, including enrollment trends, branding and digital engagement, reputational enhancement, and stakeholder engagement.

Strategic and Creative Expertise: The successful candidate will possess impeccable oral and written communication skills, as well as the ability to evaluate a wide range of creative work, including text, graphic design, and video production. They will bring proven success in finding and telling compelling stories that articulate the College's distinctiveness to diverse audiences, while also demonstrating strength in analytical forecasting, tracking, and reporting of marketing data to inform planning and measure success.

Digital and Technology-Driven Vision: The next Vice President will bring a technology-driven vision and a proven ability to implement strategies that boost engagement and visibility. Expertise in digital marketing and advertising-across paid and organic social, search, and display-is essential, along with a record of driving enrollment and fundraising success. This leader will have experience managing large-scale website redesigns, including design, content migration, technology integration, and user experience optimization. Advanced analytical skills are critical: the ability to set KPIs, build dashboards, interpret data, and adjust strategies based on insights. Familiarity with AI-driven marketing tools to reach high school students and emerging Gen Z and Alpha audiences will position the VPMC to lead in a rapidly evolving digital landscape.

Collaborative and Inclusive Leadership: The Vice President for Marketing and Communications will be a collaborative and inclusive leader with exceptional interpersonal skills and the ability to lead with empathy. This individual will inspire confidence by communicating a clear, collective vision, empowering others, and delegating effectively. Success will be defined by the ability to mentor talent, foster collaboration, and build strong, high-performing teams that thrive in a culture of trust and shared purpose. As a highly collegial partner, the VPMC will work seamlessly with senior leadership to advance institutional priorities while remaining deeply student-centered. A positive outlook, sense of humor, and genuine enthusiasm for the College community will be essential qualities of this leader's approach.

Commitment to Core Values: The ideal candidate will embrace Connecticut College's core values of academic excellence, a commitment to justice and fairness, shared governance, and environmental stewardship. They will exhibit sound judgment, professionalism, discretion, and trust in all interactions, and maintain the ability to engage a broad range of internal and external stakeholders.

Operational Excellence: Outstanding organizational skills, the ability to set priorities, and a track record of meeting deadlines are essential. The position requires flexibility, adaptability, and a willingness to travel as needed to fulfill the role's obligations.

Benefits Eligible: Full Benefits
Salary Range: Compensation is competitive and will be determined based on relevant experience and internal equity.
Application Accepted Through:
Open Until Filled: No

To apply, visit https://conncoll.peopleadmin.com/postings/1450

Connecticut College provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics.

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