

Carnegie Mellon University

ASSISTANT VICE PRESIDENT, CONTENT & COMMUNICATIONS
Carnegie Mellon University, Division of Marketing & Communications
Pittsburgh, Pennsylvania
www.cmu.edu

Send Nominations or Cover Letter and Resume to:

Anne Norton

Senior Consultant

617-262-1102

anorton@LLLSearches.com

The Opportunity:

Carnegie Mellon University (CMU) is a world-class research university with distinctive areas of excellence and a culture marked by ambition, passion and a deep, practical engagement with the challenges facing society. Carnegie Mellon stands among the world's most renowned educational institutions and has helped Pittsburgh become known as a mecca for technology and the arts. With cutting-edge science, path-breaking performances, hands-on learning and highly esteemed faculty, CMU places a high focus on creating things.

CMU is seeking an Assistant Vice President, Content & Communications (AVP), to serve as a Chief Content Officer. The person hired for this new position will have



the opportunity to develop the stories that capture the spirit and accomplishments of this remarkable institution and establish the most effective channels for sharing those stories with the world. This highly experienced content creator will bring ambition, creativity and a dynamic energy to a collaborative Marketing & Communications Division.



This is the ideal opportunity for a seasoned content and communications expert to join a dynamic and talented team as it implements an ambitious slate of strategic marketing and communications initiatives at a premier academic institution. Reporting to the Vice President for Marketing & Communications, the AVP will demonstrate proficiency across the communications spectrum, from traditional marketing methods to fluency in new media trends and the integration of digital content. Experience writing for academic and

general publications in the science sphere and a track record of successfully building and managing a team is essential in this role. Ideal candidates will bring an extensive media relations background with national press experience; a deep understanding of digital media; and exceptional writing and editing skills to this role.

The AVP will be:

- A partner and ambassador for the Marketing & Communications Division to all corners of Carnegie Mellon University;
- A diplomatic and effective consensus-builder who can leverage the stories of CMU's seven schools and colleges in the elevation of the University's profile in the national press;
- A collaborative and nimble leader who can further the division's strategic priorities effectively and efficiently while guiding and inspiring a team;
- An active listener and open communicator who can steward large projects successfully across a complex system and with various stakeholders; and
- An effective strategist who can identify and activate the many stories and successes across the CMU spectrum under an institutional voice.

Position Overview – Assistant Vice President, Content & Communications

The Assistant Vice President (AVP) will serve as a Chief Content Officer with primary responsibility for capturing and articulating the stories that bring alive this institution, coordinating the channels for disseminating those stories and ensuring execution at the highest level. The AVP will oversee efforts to tell

strategic, high-impact stories through external media, especially major national outlets. This senior leader within the Marketing & Communications Division will be a key coordinator among other communicators across the university, developing a comprehensive content strategy while raising standards and developing talent. The successful candidate will understand the wide variety of channels through which the university tells its stories — including news announcements, long-form narratives, social media, multimedia and other content, ensuring they are fully integrated. The content and communications delivered will be creatively and strategically implemented for maximum impact across a variety of audiences. Outstanding writing and editing skills are a prerequisite for the position.

Key Responsibilities:

- Identify and articulate the messages and stories that will raise the visibility of the university around the world, and resonate with members of the CMU community, in support of the school's priorities.
- Lead efforts across campus to proactively tell the CMU story, especially through national media placement and other high-impact channels.
- Direct and coordinate the institution's approach to major university announcements, developments and initiatives, planning the use of different forms of media and assigning appropriate staff in support of comprehensive communication plans.
- Identify issues developing both internally and externally that have the potential to generate public interest and affect the University's external reputation. Recommend and implement communications strategies for anticipating and responding to issues.
- Manage the creation of a university-wide magazine and the necessary editorial and design staff to develop a comprehensive business plan.
- Help foster creativity and innovation in university communications, harnessing new media and new approaches to tell CMU's story. Improve the quality of writing and other key skills across the division.
- Plan and execute multimedia storytelling on CMU's home page and other key websites.
- Create a content strategy for integrating channels and outreach across all platforms.
- Oversee media relations for the university, including the development of key messages, materials and relationships, ensuring that outreach to news media locally, nationally and globally is coordinated with broader university communications strategies and initiatives.
- Supervise the innovative use of social media to support and promote other forms of storytelling, and as a standalone form of communications and engagement, particularly with students, prospective students, alumni and other target audiences.
- Develop venues and systems to coordinate editorial work within Marketing & Communications, and across colleges, departments and other administrative divisions. Build teamwork and a vision of shared goals across communicators campus-wide.

- Work closely with the Vice President and Marketing & Communications senior staff to shape key communications planning and the most effective communications team. Create synergies with the Creative Director to ensure consistent marketing across channels.
- Help recruit and retain an editorial staff that is professional and collaborative, and help foster a workplace that encourages and rewards the best work. With support from leadership and specialized staff, administer budgets for media relations and editorial work, and manage personnel and human resources issues among direct reports and their staffs.
- Work with Metrics Coordinator to develop and execute effective measurement of editorial activities and help promote successes across the university.

Educational Requirements:

- Minimum requirement: Bachelor's Degree in English, journalism, communications, business or other relevant field.

Knowledge/Skills/Abilities Requirements:

- Minimum of 12-15 years as a leader in multi-channel content creation.
- Management experience required. Leads and inspires large teams of content creators and creative personnel to achieve goals.
- Works independently and effectively, and manages multiple projects simultaneously in a fast-paced, deadline-driven environment. Ability to work after hours and on weekends when appropriate.
- Possesses a high level of integrity, trustworthiness, respect and team collaboration. Demonstrates initiative and ambition.
- Strong writer with media relations experience. Interest in working in a creative, driven and dynamic environment.
- Research skills and business acumen with a fluency in topical news and culture.
- Ability to navigate the complexity of a higher education environment.
- Demonstrates good listening skills and the ability to teach.

About the Marketing & Communications Division

The Marketing & Communications Division was created in 2015 to provide a home, hub and strategic engine for this important work. It leads and coordinates strategic marketing and communications for CMU, raising the institution's global visibility and deepening its reputation as one of the world's greatest universities. The division tells the university's stories through its own rich array of tools and platforms, cultivates ambassadors among CMU's extended global community and reaches out to influential audiences through a variety of traditional and new media.

Marketing & Communications provides leadership, guidance and coordination for leaders and communicators across campus, collaborating with other offices, colleges, schools and departments, providing expertise in websites, creative design, video, photography, news packages, media relations, social media, leadership communications and more.

The AVP will lead the [Content & Communications](#) team, which generates and disseminates stories and messages about the university, for internal and external audiences, through channels such as web packages, campus emails, electronic newsletters, social media and cmu.edu/news. Other expert teams in the division include:

- [Business Operations](#): manages the day-to-day operations of the division, including budget management and purchasing, HR operations and office administrative activities
- [Strategy & Operations](#): coordinates efforts across the division, from leading CMU's long-term marketing and communications planning to executing daily functions such as executive communications, analytics and metrics, special projects, budgeting, human relations and administrative work;
- [University Events](#): plans and executes major celebrations, ceremonies and gatherings that bring together the campus community and project CMU's engagement around the world;
- [Vice President's Office](#): leads efforts to build the university's global reputation for excellence, improve communications throughout the campus community and oversee the Marketing & Communications Division
- [Web & Creative](#): serves as the university's primary source for video, photo, online and print materials, and delivers creative solutions to specific needs while meeting university objectives

About Carnegie Mellon University



[Carnegie Mellon University](#) (CMU) has been a birthplace of innovation since its founding in 1900. CMU aims to offer a transformative educational experience, deep disciplinary knowledge and leadership opportunities for students, while also serving as a catalyst for innovation and technology worldwide. Graduates of the school have become Tony Award, Nobel Prize and Turing Award winners, as well as leaders in myriad fields.

Carnegie Mellon makes its home in Pittsburgh, a place that *Forbes* called one of the top 25 cities for millennials. This growing urban campus is just one place where CMU has its impact. In addition to

Pittsburgh, there are campuses in Silicon Valley and Qatar, as well as more than a dozen degree-granting locations and research partnerships, including sites in the U.S., Australia, Asia and Africa.

There are nearly 14,000 students from 114 countries in CMU's seven schools and colleges: College of Engineering, College of Fine Arts, Dietrich College of Humanities and Social Sciences, Heinz College of Information Systems and Public Policy, Mellon College of Science, School of Computer Science, and Tepper School of Business. In the past three years, *U.S. News & World Report* has named CMU #1 in Computer Science, Time-Based/New Media and Information & Technology Management, and #5 in Engineering.



Carnegie Mellon has been a ground-breaker in a number of fields. It was the first U.S. school to award a degree in drama, beginning in 1914. Its alumni and faculty have received nine Academy Awards, 116 Emmy Awards and 44 Tony Awards to date. The program was named the #3 School of Drama by *The Hollywood Reporter* in 2016.



The school launched the world's first university-based robotics department. CMU has been home to 12 Turing Award recipients for contributions "of lasting and major technical importance to the computer field." Students and faculty of the university community have been National Academy of Medicine, National Academy of Engineering and National Academy of Science members. CMU-associated individuals have also been on honor lists for the National Book Award, the MacArthur

Foundation Fellows, the National Medal of Science, the Franklin Institute, Fulbright and Rhodes Scholars, and Guggenheim Fellowships.

The university is in the midst of the largest campus expansion since its opening, including a 305,000-square foot building to house the school of business, a University Welcome Center, a center for entrepreneurship, a 600-seat auditorium, fitness center and café.

Location

Pittsburgh, Pennsylvania:

Carnegie Mellon put [Pittsburgh](#) on the map as a mecca for technology and arts education. Since 1901, the exciting city-study environment has attracted thousands of ambitious undergraduate and graduate students from around the globe. Carnegie Mellon's growing urban campus is in one of Pittsburgh's oldest neighborhoods, but it extends its educational leadership all over the world with satellite campuses in Silicon Valley, New York City, Africa, Qatar, Australia and more. This global footprint creates a vast network of learning, opportunity and exploration.

Some 177,000 people work in Pittsburgh's tech-related industries, and their ranks continue to grow. Low cost of living, networking opportunities, small business accelerators and an innovative community make the city appealing to entrepreneurs, especially recent graduates. The city was ranked by *Forbes* as one of the top 25 U.S. cities for millennials.



The Steel City has become known for its green living. Pittsburgh has more trees per square mile than any other U.S. city, 1,700 acres of city parks and is bike-friendly. The city has one of the world's largest concentrations of certified "green" buildings.

Among Pittsburgh's biggest attractions are the Carnegie Museum of Art, National Aviary, the Andy Warhol Museum, the Carnegie Museum of Natural History, Pittsburgh Zoo, PPG Aquarium and the Carnegie Science Center. The city is also home to popular professional sports teams, including the Pittsburgh Steelers, the Penguins and the Pirates.

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. LLS does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

To learn more, call
Anne Norton, Senior Consultant at
617-262-1102
or send nominations or cover letter and resume to
anorton@LLSearches.com
All inquiries will be held in confidence.



Setting the Standard in Development Search

LOIS L. LINDAUER SEARCHES, LLC
420 Boylston Street, Suite 604, Boston, MA 02116
617.262.1102
www.LLSearches.com

Leadership:



Farnam Jahanian
Interim President

As the University's Provost and Chief Academic Officer beginning in 2015, Jahanian had broad responsibility for leading CMU's schools, colleges, institutes and campuses and was instrumental in long-range institutional and academic planning and implementation. He joined CMU as Vice President for Research in 2014, where he was responsible for nurturing excellence in research, scholarship and creative activities.

Jahanian holds faculty appointments in the School of Computer Science, the College of Engineering (Electrical and Computer Engineering) and the Heinz College (Information Systems and Management) at CMU.

Prior to CMU, Jahanian led the National Science Foundation Directorate for Computer and Information Science and Engineering (CISE) from 2011-2014 and was on the faculty at the University of Michigan from 1993-2014. He has held research and management positions at the IBM T.J. Watson Research Center.

Jahanian holds a Master's degree and a PhD in Computer Science from the University of Texas at Austin. He is a Fellow of the Association for Computing Machinery (ACM), the Institute of Electrical and Electronic Engineers (IEEE), and the American Association for the Advancement of Science (AAAS).



Steven Kloehn
Vice President for Marketing & Communications

Appointed as Carnegie Mellon University's first Vice President for Marketing & Communications in 2015, Kloehn was charged with creating a university division that will raise the University's global visibility and deepen its reputation for excellence across a distinctive spectrum that includes top-ranked programs in computer science, performing arts, engineering, brain science and much more. Kloehn oversees the University's executive communications, internal communications, media relations, digital strategy and publications, social media, creative services, marketing partnerships and university events. He is also responsible for coordinating with

communicators across the colleges, departments and divisions, and serves as a member of the President's Management Team and Academic Leadership Council.

Kloehn came to Pittsburgh from the University of Chicago, where he started as News Director in 2008 and became Associate Vice President for News and Public Affairs in 2009. As UChicago's second-ranking communications officer, he was responsible for the News Office, civic engagement communications, international communications, institutional communications, issues management and emergency communications.

Kloehn came to higher education after a 21-year career in journalism, which included stints as reporter, columnist and editor at newspapers in New England and Chicago. He spent 12 years at the *Chicago Tribune*, finishing as Sunday and Enterprise editor on the *Tribune's* Metro Desk.



Sophie Elias

**Associate Vice President, Strategy & Operations
Marketing & Communications**

Elias is the Associate Vice President for Strategy & Operations. As a senior leader and chief of staff to the Vice President for Marketing & Communications, she helps translate the division's mission into action, developing strategic plans and organizing operations and resources. Her leadership has been a key element in the division's growth, effectively keeping a laser-like focus on the strategic priorities to achieve the best outcomes for Carnegie Mellon University. Elias leads the executive communications team in close

collaboration with the offices of the president and provost and manages high-impact projects for increased global visibility. Prior to CMU, Elias worked for two international public relations firms, Fleishman Hillard and Ketchum Communications, serving clients across a number of channels and industries.