

Vice President, Chief Marketing and Communications
Officer
Worcester Polytechnic Institute

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Posted Jun. 13, 2024, set to expire Jul. 3, 2024

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| Job Title | Vice President, Chief Marketing and Communications Officer |
| Department | |
| Institution | Worcester Polytechnic Institute Worcester, Massachusetts |
| Date Posted | Jun. 13, 2024 |
| Application Deadline | Open until filled |
| Position Start Date | Available immediately |
| Job Categories | Vice-(President/Provost/Chancellor) |
| Academic Field(s) | Public Relations/Marketing University Administration |
| Apply Online Here | https://apptrkr.com/5325653 |

Apply By Email

Job Description

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JOB TITLE

Vice President, Chief Marketing and Communications Officer

LOCATION

Worcester

DEPARTMENT NAME

President's Division

DIVISION NAME

Vice President, Chief Marketing and Communications
Officer
Worcester Polytechnic Institute

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Worcester Polytechnic Institute - WPI

JOB DESCRIPTION SUMMARY

WPI transforms lives, turns knowledge into action to confront global challenges, and revolutionizes STEM education through distinctive and inclusive project-based learning and groundbreaking research.

JOB DESCRIPTION

Worcester Polytechnic Institute (WPI) seeks an accomplished, creative, and well-regarded leader to serve as its next Vice President and Chief Marketing and Communications Officer (VP CMCO). This is an exciting opportunity for a strategic thinker and effective leader to increase the national and global visibility of a truly distinctive STEM-focused university that produces purpose-driven high-impact research and has been the pioneer in project-based learning for more than 50 years. As a key strategic partner to President Grace Wang, the next VP CMCO will have the opportunity to showcase the university's rich history, distinctive educational approach, impactful research and innovation, and highly immersive, inclusive campus environment; amplify its distinguished brand; and be a unifying voice at an innovative institution that is a leader in transformative education and research.

WPI faculty include fellows of professional societies, Fulbright Scholars, and 41 National Science Foundation Career Award winners. Annual research expenditures have tripled over the past decade and the university has received multiple national awards for educational innovation and global engagement. Approximately 65 percent of entering students had a high school GPA of 4.0 or higher. As the university builds on this momentum, the VP CMCO will help sustain and strengthen its standing among the nation's leading institutions and advance its strategic goals.

The VP CMCO will bring the expertise, drive, and a creative and innovative spirit to articulate WPI's distinctive identity and develop strategies that powerfully communicate the university's outsized impact and unique educational experience, promote WPI's research and innovation accomplishments, and elevate institutional brand awareness at a national and international level. With expert knowledge of both traditional and digital media, the VP CMCO will understand the changing nature of communications, marketing, media, and technology, and be able to communicate and engage diverse audiences within this rapidly evolving environment. A critical thinker with a keen understanding of academic culture, the VP CMCO will bring experience differentiating and tailoring communications for a variety of constituents in a concise, clear, and transparent manner.

Key experience will include building and leading teams, supporting and developing people, and implementing multi-faceted communications and marketing programs for an organization with many



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audiences. The VP CMCO must also have a collaborative and collegial nature, high emotional intelligence, and intercultural competence; and be committed to building relationships within a tight-knit university community. They will be intellectually curious and strive for excellence. They will be data driven, focused on the metrics, and capable of prioritization in a fast-paced environment.

How to Apply:

Screening of complete applications will begin immediately and continue until the completion of the search process. **Inquiries, nominations, referrals, and applications (including resumes and two-to three-page letters of interest responding to the opportunities and challenges outlined above) should be sent via the Isaacson, Miller website for the search: <https://www.imsearch.com/open-searches/worcester-polytechnic-institute/vice-president-marketing-and-communications>.**

Greg Esposito, Partner

Kennedy Kearney-Fischer, Managing Associate

Steph Simon, Senior Associate

Victoria Castillo, Senior Search Coordinator

[Isaacson, Miller](#)

263 Summer Street, 7th Floor

Boston, MA 02210

FLSA STATUS

United States of America (Exempt)

WPI is an Equal Opportunity Employer that actively seeks to increase the diversity of its workplace. All qualified candidates will receive consideration for employment without regard to race, color, age, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability. It seeks individuals with diverse backgrounds and experiences who will contribute to a culture of creativity, collaboration, inclusion, problem solving, innovation, high performance, and change making. It is committed to maintaining a campus environment free of harassment and discrimination.

To apply, visit:



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https://wpi.wd5.myworkdayjobs.com/en-US/WPI_External_Career_Site/job/Worcester/Vice-President-Chief-Marketing-and-Communications-Officer_R0002821

About WPI

WPI is a vibrant, active, and diverse community of extraordinary students, world-renowned faculty, and state of the art research facilities. At WPI, we have competitive and comprehensive benefits, including health insurance, long-term care, retirement, tuition assistance, flexible spending accounts, work-life balance and much more.

Diversity & Inclusion at WPI

WPI is committed to creating an inclusive workplace where everyone feels valued and respected; a place where every student, faculty and staff member can be themselves, so that they can study, live, and work comfortably, to reach their full potential, and make meaningful contributions in order to meet departmental and institutional goals. WPI thrives on innovative practice and welcomes diverse perspectives, insight, and people from diverse lived experiences, to enhance the community environment and propel the institution to the next level in a competitive, global marketplace.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

Worcester Polytechnic Institute

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