

Vice President for Marketing & Communications  
Marian University

Direct Link: <https://www.AcademicKeys.com/r?job=255515>

Downloaded On: Aug. 28, 2025 11:20am

Posted Apr. 8, 2025, set to expire Dec. 14, 2025

**Job Title** Vice President for Marketing & Communications  
**Department** Marketing and Communications  
**Institution** Marian University  
Indianapolis, Indiana

**Date Posted** Apr. 8, 2025

**Application Deadline** Open until filled

**Position Start Date** Available immediately

**Job Categories** Vice-(President/Provost/Chancellor)

**Academic Field(s)** Public Relations/Marketing

**Job Website** <https://marian.rec.pro.ukg.net/MAR1500MNUI/JobBoard/fde73847-46d9-4c8a-924e-a28b5c630bfc/OpportunityDetail?opportunityId=d0a654ff-597a-4de7-907e-d3d4742498f5>

**Apply By Email**

**Job Description**

Job Details

Description

As part of a diverse community of faculty and staff who represent many faith systems and worldviews, Marian University seeks a dynamic and experienced Vice President for Marketing and Communications to lead the university's strategic marketing, branding, and communications efforts. The VP of Marketing and Communications will promote our Catholic Franciscan mission and identity by being responsible for elevating Marian University's brand, supporting enrollment and fundraising growth, and strengthening both internal and external communications. The Vice President will champion the university's Catholic Franciscan identity, ensuring that all messaging and initiatives align with its mission and values. The Vice President will report to the Chancellor and Chief Operating

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Officer.

### Essential Duties and Responsibilities:

- \* Actively engage the Catholic Franciscan mission and identity of Marian University by modeling the Franciscan Sponsorship Values and honoring the legacy of the founding congregation through transformative education, unity in diversity, leadership through service, integrating faith and life, and institutional policies.

### Brand Elevation and Reputation Management:

- \* Develop and implement a comprehensive marketing and communications strategy to enhance Marian University's brand recognition locally, regionally, and nationally.
- \* Ensure brand consistency across all university materials, digital platforms, and public-facing communications.
- \* Strengthen Marian's reputation by showcasing academic excellence, student success, faculty achievements, and institutional impact.
- \* Oversee public relations and media strategies to enhance visibility and engagement with key stakeholders.

### Supporting Enrollment and Fundraising Growth:

- \* Partner with Enrollment Management to develop targeted marketing and communication strategies that drive student recruitment and retention.
- \* Collaborate with Advancement and Alumni Relations to create compelling storytelling and campaigns that support fundraising initiatives, donor engagement, and alumni connections.
- \* Utilize data-driven marketing strategies to optimize outreach, engagement, and conversion rates for prospective students and benefactors.

### Strategic Internal and External Communications:

- \* Lead the development of clear, consistent, and mission-driven communication strategies for internal and external audiences.
- \* Serve as the university's chief spokesperson in collaboration with executive leadership.
- \* Oversee crisis communication planning and execution to protect and enhance Marian's reputation.
- \* Cultivate strong relationships with media, community leaders, and industry partners to amplify the university's influence.

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Commitment to Marian University's Catholic Franciscan Identity:

- \* Ensure that all marketing and communication efforts reflect and support Marian University's Catholic Franciscan mission, values, and heritage.
- \* Collaborate with university leadership to integrate faith-based messaging into branding and storytelling.
- \* Engage with faculty, staff, and students to foster a culture of hospitality, respect, and service in alignment with the Franciscan tradition.

Leadership and Team Development:

- \* Lead and mentor a high-performing marketing communications team, fostering creativity, collaboration, and professional growth.
- \* Oversee budget management, resource allocation, and performance metrics to drive efficiency and effectiveness.
- \* Stay informed of industry trends, emerging technologies, and best practices in higher education marketing and communications.

Required Qualifications:

- \* Bachelor's degree in marketing, communications, public relations, or a related field (Master's preferred).
- \* Minimum of 10 years of progressive leadership experience in marketing, communications, or a related area, preferably in higher education or mission-driven organizations.
- \* Proven ability to develop and execute strategic marketing plans that drive measurable results.
- \* Strong understanding of digital marketing, branding, content strategy, and media relations.
- \* Exceptional written and verbal communication skills, with the ability to craft compelling narratives.
- \* Experience managing teams, budgets, and external partnerships.
- \* Demonstrated commitment to Catholic higher education and Franciscan values.

Review of applications will begin immediately and continue until the position is filled.

For Consideration All Applications Require:

- \* Cover Letter
- \* Current resume or CV
- \* Contact information of three professional references. The reference contact information must be

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entered after the application is submitted in the "My Presence" section of the applicant profile.

\* Responses to the supplementary mission & identity questions.

\* A statement addressing how the applicants experience aligns with Marian University's Catholic Franciscan mission.

Please Review Marian University's Mission & Identity Statement before responding to the supplementary questions on your application:

<https://www.marian.edu/faith>

Marian University is an Equal Opportunity Employer. All individuals, including minorities, women, individuals with disabilities, and veterans are encouraged to apply

### **Contact Information**

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

### **Contact**

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