



June, 2008

## EXECUTIVE SEARCH PROFILE

### Senior Vice President, Marketing & Communications



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#### THE OPPORTUNITY

The Senior Vice President for Marketing & Communications will provide vision and leadership for AGB's external communications; oversight of the marketing, membership services, publications, and resource development functions; and leadership in the implementation of the strategic plan in the broad area of communications.

#### BACKGROUND

The Association of Governing Boards of Universities and Colleges (AGB), located in Washington, D.C., is the only national association that serves the interests and needs of academic governing boards, boards of institutionally-related foundations, campus CEO's and other senior-level campus administrators on issues related to higher education governance and leadership.

AGB advances the practice of citizen trusteeship and helps ensure the quality and success of our nation's colleges and universities. To do so, AGB delivers programs and services that: strengthen partnerships between presidents and governing boards; define and clarify the responsibilities of governing board members; provide guidance to trustees, board leaders, and campus leaders in their governance-related roles; encourage a level of professionalism for trusteeship, a voluntary function; monitor issues that affect higher education and governance and provide guidance for boards and campus leaders; and foster cooperation among all education stakeholders.

AGB serves more than 1,200 member institutions and 34,000 individuals. Its membership is the life-blood of the organization. As such, AGB is focused on serving that membership as well as adding new member institutions. With an annual budget of over \$7 million and a staff of 34 people, AGB relies on a strong sense of teamwork and camaraderie. The ability to work together with individuals and groups at all levels of the organization is essential to AGB's success and high level of service to its membership.



## **Mission**

*The Association of Governing Boards of Universities and Colleges strengthens and protects this country's unique form of institutional governance through its research, services and advocacy. AGB is committed to citizen trusteeship of American higher education.*

## **THE POSITION**

The Senior Vice President for Marketing & Communications is a member of AGB's senior management team and reports directly to the Executive Vice President. A total of 14 individuals report to the Senior Vice President, including the Director of Marketing & Book Publishing, the Director of Member Services, the Director of Resource Development, and the Editor-in-Chief of *Trusteeship* magazine.

Because AGB is a membership-driven association and is the leading voice in higher education governance, the Senior Vice President for Marketing & Communications plays a crucial role in articulating and advancing the association's mission, vision, and goals to its members and donors as well as the broader higher education and public policy communities. In addition, the Senior Vice President provides direct oversight of the department that is responsible for marketing, membership services, publications, and resource development. Finally, the Senior Vice president leads the implementation of AGB's strategic plan in the area of communications.

## **RESPONSIBILITIES**

### ***Responsibilities of the Senior Vice President include:***

- Developing and implementing of AGB's overall communications plan;
- Overseeing the development and implementation of departmental plans, staffing arrangements, and budgets;
- Oversight of the recruitment and retention of member institutions and the management of the membership database as a strategic asset;
- Working with the Director of Resource Development, the President, and the Executive Vice President to secure unrestricted, restricted, and sponsorship support for the association's programs, research, publications, and special initiatives;
- Planning and/or overseeing the development of, and securing funding for, new publications (in partnership with the Director of Marketing & Book Publishing Operations and the Director of Resource Development);
- Overseeing the strategic development, sale and distribution of all print publications, including AGB's *Trusteeship* magazine;



## **RESPONSIBILITIES (continued)**

- Overseeing the creation and delivery of AGB's overall marketing message, management of website, and development and delivery of electronic communications;
- Working with the appropriate staff members to coordinate and oversee communication with external audiences (policy-makers, new members, sponsors, media, etc.);
- Attending meetings of the Association's Board of Directors; staffing the Board's Committee on Member Services, the Resources Committee (with the Director for Resource Development), and other committees as assigned; and
- Representing AGB to external organizations as assigned.

## **QUALIFICATIONS**

### *Qualifications for the next Senior Vice President for Marketing & Communications include:*

- Over 10 years of experience with progressive responsibility in communications (experience at an association or institution of higher education preferred);
- A record of success in building effective teams and managing people, programs, and budgets;
- A successful track record in the management of organizational communications in a variety of media, including electronic communications and website management; successful fund-raising and development experience a plus;
- The ability to work in a fast-paced, team-oriented, hands-on environment; work effectively under pressure; meet deadlines; organize and prioritize multiple tasks with attention to detail; and maintain flexible approach to changing priorities and methods;
- Excellent interpersonal and communications skills, including clear and effective verbal and written communications; good listening skills; and a sense of humor; and
- Availability for limited travel.

## **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; talk and hear. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus.



## **APPLICATION PROCEDURES**

Review of applications begins immediately and will continue until the position is filled. To be considered, candidates should submit via e-mail: 1) a cover letter that addresses your interest in the position; and 2) a current résumé or curriculum vitae. No references are necessary at this time. Please send, as Microsoft Word or Adobe Acrobat attachments, to: **[matt@rhperry.net](mailto:matt@rhperry.net)**.

### **For further information contact:**

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## **POLICY**

R. H. Perry & Associates is committed to the highest standards of professionalism in all dealings with candidates, sources, and references. We fully respect the need for confidentiality and assure interested parties that their background and interests will not be discussed without consent.