

CLEMSON



CU AT CLEMSON

An executive prospectus for Vice President for Marketing and Communications from the Clemson University Department of Human Resources.





A LETTER FROM PRESIDENT CLEMENTS

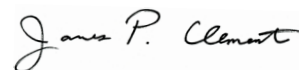
It's a great time to be at Clemson!

From our first graduating class in 1896 to today, Clemson University has become a leader in higher education by setting records in student success, research, outreach, athletics, fundraising, industry partnerships, innovation and impact. We promote a championship culture across our campuses, and our dedicated faculty, staff, and students contribute to the success of each other. As we continue to elevate Clemson, we seek ambitious, talented professionals who want to join our team.

During the past decade, the University has been consistently ranked as one of the nation's top public universities. We continually enjoy a top 10 ranking in several different Princeton Review ranking categories and are considered one of the Most Trusted Universities according to a survey conducted by Morning Consult. During the past decade, our number of admission applications has tripled, we've significantly increased the number of graduate degrees awarded, and the University successfully completed its most successful capital campaign, topping our \$1 billion goal – the largest achieved by a public university with our alumni base at that time.

Clemson University attracts those who want to make a difference in the lives of others. Ranked as one of the most productive research universities in the country by the Carnegie Classification of Institutions of Higher Education, Clemson is dedicated to teaching, service and discovery. I am excited about our Clemson Elevate strategic plan that provides the roadmap to ensure we deliver the #1 Student Experience in the nation, double research by 2035, and transform lives through measurable health outcomes and economic development. I hope you will consider joining us on this journey.

Clemson University is a great place to work, and Clemson, South Carolina, is a great place to live. I invite you to review this prospectus to learn more about our school, our beautiful main campus and the people who call this place home. Our HR team looks forward to connecting you with one of the unique opportunities available to join our team. Thank you for your interest in Clemson University and Go Tigers!



James P. Clements, Ph.D.
President

Clemson® Elevate

Clemson Elevate is a strategic plan to propel Clemson's success and further strengthen its reputation. Applying our guiding principles, criteria and analysis, Clemson will focus on three core strategic pillars, each backed by a series of initiatives and related metrics.



Deliver the No. 1 student experience in the nation.

Every Student Thrives



Double research expenditures by 2035, position for AAU membership.

Discovery Drives Success



Transform lives statewide and beyond through educational, economic, agricultural and health outreach.

Service Builds Community



Differentiating our impact

Clemson Elevate is the tie that binds student experience and research discovery to real-world community outcomes so that our work matters more, does more and better serves the people of our state, nation and world.

A focus on Clemson

High-impact, evidence-based academic engagement and significance have guided our institution since its founding 134 years ago. Building upon the last decade — one of record-breaking ascension across research, academics, athletics and the living environment — we choose to elevate further.

Our future will elevate and magnify the unique Clemson Experience for outstanding students who choose Clemson because it is Clemson — experiences inside and outside of the classroom, in a beautiful environment, in preparation for lives of leadership, service and meaning.

TIGERS STRONG

There's never been a better time to join Clemson University. The number and caliber of our student applications are at all-time highs. We're also posting record numbers for research awards. Our most recent Will to Lead capital campaign surpassed a chart-topping \$1 billion, and we're home to the widely recognized three-time [National Championship Clemson Tigers Football team](#), with two titles won in the last five years.

The demand for enrollment and the demand to work here is as high as it has ever been, and it's just the beginning!



Clemson was designated a **top South Carolina employer** by Forbes in 2023. Ranked 16th, Clemson was the highest ranked university in the state.



Named a **Military Friendly Employer** for four consecutive years.



Clemson was classified as **one of the nation's most active research institutions in 2016**. Carnegie R1 research universities are economic engines that create prosperity in entire regions, and their national and international reputations add significant value to the degrees they award.



For seven consecutive years, Clemson has received the **Excellence in Diversity Award** from *INSIGHT Into Diversity* magazine.



Top-ranked national public university in the country for the past decade, according to *U.S. News & World Report*



No. 3 Clemson was named the No.3 most trusted public University by Morning Consult in 2022.



5th: Ranking Clemson received for best town-gown relations, according to the 2024 *Princeton Review*



7th: Clemson ranks 7th nationally in Career Services according to the 2024 *Princeton Review*



Top 25 public institution in America, according to *Wall Street Journal/College Pulse* rankings.

VICE PRESIDENT MARKETING AND COMMUNICATIONS

WHERE YOU'LL WORK IN OUR ORGANIZATION:

University Marketing and Communications is Clemson's in-house marketing and communications agency comprised of team members across the university responsible for enhancing the national reputation of the university. The centralized team offers core marketing and communications products and services across brand experiences, strategic communications, presidential communications, marketing operations, social media, marketing strategy and analytics, and advancement marketing. To learn more about the division, please click [here](#).

WHAT WE'RE LOOKING FOR:

Clemson University is seeking a dynamic and visionary leader to develop and implement integrated communications and marketing strategies while leading the Division of Marketing and Communications. Reporting to the President, the Vice President will be responsible for serving as the university's spokesperson and providing recommendations to the president, executive team and board on policy and action in the management of issues and crises affecting the university.

WHAT YOU'LL BE RESPONSIBLE FOR:

- Executing a comprehensive and university-wide communications and marketing strategy. Developing and implementing innovative, strategic, high-impact communication and marketing initiatives that enhance Clemson's national reputation and support university priorities which align with the Clemson Elevate Strategic Plan. Other key initiatives for integrated communications and marketing include, but are not limited to, overall student recruitment, private fundraising, constituent engagement, faculty and staff impact, student success, legislative priorities, research, corporate partnerships and economic development.
- Directing the development and execution of integrated marketing plans that will enhance Clemson University's market position, reputation and visibility as a preeminent public research and land grant university. Improving awareness and academic reputation of the University's focus areas among key constituents.
- Counseling members of the university community on communications of university-wide importance. Ensuring articulation and consistent communication of the university's desired mission, image and brand-position across all channels/platforms. Analyzing the scope and effectiveness of marketing and communications messaging through research and analytics that allow for forward-looking and broad customer-based communication methodologies.
- Providing leadership and supervision over a broad range of communications, marketing, creative, video production and photographic services of the university. Developing and implementing a robust program to support the institution's crisis management plan and serves as a resource to the Reputation Risk Management Team.
- Developing and implements a highly effective program of internal communications utilizing multi-faceted channels to ensure that faculty and staff are engaged in the life of the university, well informed about university events, programs, issues and priorities.

VICE PRESIDENT MARKETING AND COMMUNICATIONS

THE IDEAL CANDIDATE:

- Bachelor's degree and a minimum of 7 years of proven executive-level leadership with marketing, communications, branding or other related experience. Experience in higher education is preferred, however not required.
- Demonstrated success in leading, developing and implementing a broad range of communications, PR, and marketing initiatives in a complex environment requiring coordination, strategic collaboration and superior leadership of a diverse range of stakeholders and staff.
- Ability to foster constructive dialogue with different groups across campus, establish ongoing communication structures, and work collaboratively with a wide variety of constituencies. Ability to speak and present effectively before various audiences.
- In-depth knowledge of existing and emerging video and digital marketing practices used in marketing and communications related to websites, social media, branding, and other communication tools and platforms used to meet institutional objectives.
- Knowledge of emerging best practices, issues, trends, and opportunities in higher education at the state and national levels.
- Excellent leadership, interpersonal, and oral and written communication skills and the ability to influence and inspire others. Serve as the University's primary spokesperson.
- Ideal candidate would have an advanced degree in a related field.
- Prior experience aligning and implementing a marketing and communications strategy for a highly reputable, national enterprise.
- Excellent leadership and communication skills.

A GREAT PLACE TO WORK

Employment at Clemson University offers competitive recruitment and benefits packages, including:

- Relocation reimbursement assistance
- Tuition assistance program
- Spousal partner career assistance programs
- Health and wellness opportunities
- Employee discount program
- On-campus child care facility
- Employee assistance program
- Adoption assistance program
- Employee Tuition Assistance Program
- Comprehensive benefits package including health, dental, vision, life insurance and long-term disability, as well as leave benefits and multiple retirement options
- Exceptional work-life balance

For more information and a comprehensive list of benefits, [visit our benefits site.](#)

WANT MORE INFORMATION?

If you have any questions regarding the search for Vice President for Marketing and Communications, feel free to get in touch. We'd love to talk with you! Please direct any confidential inquiries, nominations, or questions to the search firm assisting the University:

Dr. Concetta Stewart

Principal

concetta.stewart@agbsearch.com

Pam Krepchin

Executive Search Consultant

pam.krepchin@agbsearch.com

APPLY TODAY!

If you would like to be a part of Clemson University and take advantage of this exceptional institution and this outstanding community that we call home, apply today!

The search committee invites applications (letter of interest, resume/CV, and a list of three references) to be submitted via [Interfolio](#).

Please note, references will not be contacted until the final stages of the interview process.

Confidential review of materials will begin immediately and continue until final candidates are identified. It is preferred, however, that all applications be submitted prior to April 5th, 2024.

UPSTATE SOUTH CAROLINA: HOME TO THE WORLD!

The Upstate region of South Carolina is geographically situated at the [heart of the booming Charlotte-Atlanta corridor](#) and is part of a 10-county region anchored by Greenville and Spartanburg. Good schools, good jobs, a booming international community and more make this an attractive place to relocate from anywhere in the world.

11,000+ job postings/month

576 international companies

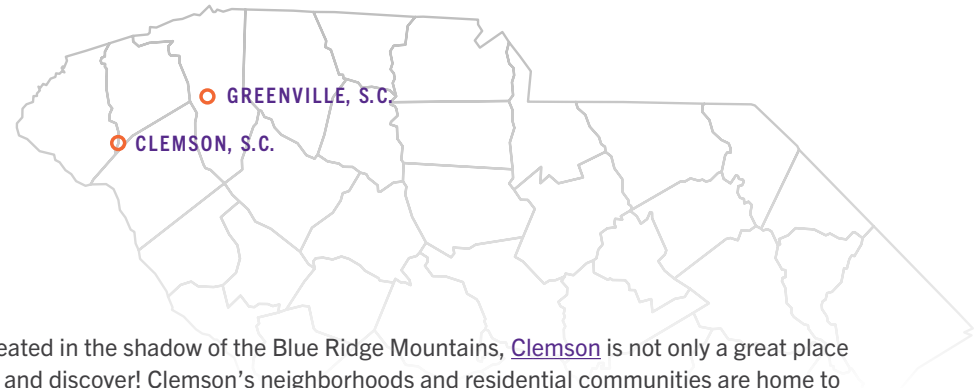
730 miles of bike trails

219 days of sunshine annually

152 food trucks

1-of-a-kind region

Source: [MoveUpstateSC.com](#)



CLEMSON, S.C.

On the shores of Lake Hartwell and seated in the shadow of the Blue Ridge Mountains, [Clemson](#) is not only a great place to work; it's a great place to live, play and discover! Clemson's neighborhoods and residential communities are home to nearly 18,000 people and offer easy access to local theater, farmers markets, art studios and more. With temperate falls and winters, the city's walkable downtown is a four-season district to eat, drink and shop. The [state's botanical gardens](#) and adjacent Lake Hartwell are great spots to cool off during the warm summer months.

5th Ranking Clemson received among colleges where town-gown relations are great, according to the 2020 *Princeton Review*.

GREENVILLE, S.C. America's "Next Big Small Town" according to People magazine is also a top-ranked spot for foodies and travel, and it's one of America's fastest growing cities. Discover all that this burgeoning and much-bragged-about downtown has to offer. Downtown Greenville is just 30 minutes from Clemson's main campus, and it is home to concert venues, the Greenville Symphony Orchestra, more than 1,000 restaurants, several minor league sports teams, the Swamp Rabbit system of multiuse trails and much more.



The next-best thing to seeing Greenville in person? Exploring it through photos from the [Yeah, THAT Greenville](#) visitors bureau.

BLUE RIDGE MAJESTY

[Anderson, Oconee and Pickens](#) counties are home to some of the most beautiful natural resources in the country. Clemson is located in the heart of this beautiful tricounty area, providing easy access to hiking and biking, waterfalls and lakes and a wide variety of events, festivals and concerts that provide exceptional quality of life alongside untouched natural beauty.



Need ideas for things to do in and around the Upstate? Check out the Upcountry Carolina Association for fun activities for everyone across the region!



Clemson University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender, pregnancy, national origin, age, disability, veteran's status, genetic information or protected activity (e.g., opposition to prohibited discrimination or participation in any complaint process, etc.) in employment, educational programs and activities, admissions and financial aid. This includes a prohibition against sexual harassment and sexual violence as mandated by Title IX of the Education Amendments of 1972.