SEARCH PROFILE:

VICE PRESIDENT FOR COMMUNICATIONS AND MARKETING

NDSU NORTH DAKOTA STATE UNIVERSITY
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North Dakota State University, an R1 research, land-grant institution, invites inquiries, nominations, and applications for Vice President for Communications and Marketing (VPCM). The Vice President will lead the division of University Relations and serve as a Cabinet officer and instrumental advisor to President David Cook, who was named NDSU’s 15th president in February 2022. The VPCM will be a critical partner with campus leadership in advancing the local, regional, and national stature of the University. This individual will oversee the University’s internal and external communications strategies, university branding, media relations, and crisis management communications.
ABOUT NDSU

North Dakota State University is distinctive as a student-focused, land-grant, research university. Widely known for its high standards in academics, emphasis on innovation and entrepreneurship, and excellence in athletics, NDSU provides affordable access to an excellent education that combines teaching and research in a rich learning and living environment. NDSU aims to educate leaders who solve national and global challenges and shape a better world. In addition, NDSU is a place that encourages and empowers diverse people and ideas. The NDSU community prioritizes and values diversity and inclusion and takes collective responsibility for ensuring a sense of belonging, respect, and justice that supports the success of each person.

As an R1-ranked research university by the Carnegie Classification of Institutions of Higher Education, NDSU is committed to student success and advancement of research. Proud of its historic land-grant mission, NDSU provides cultural and educational outreach to the residents of the state, region, and beyond. Reporting $164 million in research expenditures in FY21 alone, NDSU ranks 99 among the 412 public institutions in the National Science Foundation’s Higher Education Research and Development (HERD) Survey. NDSU conducts research across a wide variety of disciplines including food, energy, and water security; cybersecurity, life sciences, entrepreneurship and innovation, and materials.

NDSU is a driving economic force and research dynamo for the surrounding community, and under President Cook’s leadership, the University is embarking on an effort to transform in order to meet future workforce and research challenges facing North Dakota and beyond. This effort will support the goal of providing support and incentives for units to innovate and be entrepreneurial set forth in the 2021-2026 Strategic Plan. As a part of this process, the University community is guided by five strategic priorities:

- Enhancing enrollment, retention, and student success
- Prioritizing NDSU’s R1 Carnegie classification status as a top research institution
- Investing in the well-being of the people across the NDSU community
- Building a stronger culture of diversity, inclusion, and respect
- Embracing NDSU’s critical role as a land-grant university

To learn more about North Dakota State University, please visit www.ndsu.edu.

NDSU is committed to upholding the values of transparency, shared governance, participation, and collaboration that benefit the campus community. To view communications from the Office of the President, please click here.
### FAST FACTS (FALL 2022)

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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<tbody>
<tr>
<td>Total Enrollment</td>
<td>12,242 Students</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>10,096</td>
</tr>
<tr>
<td>Professional</td>
<td>244</td>
</tr>
<tr>
<td>Graduate</td>
<td>1,902</td>
</tr>
<tr>
<td>Student-Faculty Ratio</td>
<td>16:1</td>
</tr>
<tr>
<td>Ranked Faculty and Lecturers</td>
<td>699</td>
</tr>
<tr>
<td>Total Employees</td>
<td>5,961</td>
</tr>
<tr>
<td>Full-time</td>
<td>2,411</td>
</tr>
<tr>
<td>Part-time</td>
<td>3,550</td>
</tr>
<tr>
<td>Academic Majors</td>
<td>100+</td>
</tr>
<tr>
<td>Student Organizations</td>
<td>300+</td>
</tr>
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</table>

www.ndsu.edu/data/fastfacts/
THE GREATER FARGO-MOORHEAD REGION

NDSU’s main campus is located in the vibrant and growing city of Fargo, North Dakota, with Extension Service and Research Experiment Station locations across the state. Fargo is North Dakota’s largest city, and together with its sister city, Moorhead, Minnesota, directly across the Red River, Fargo forms one of the largest metropolitan centers between Minneapolis and Seattle. Moreover, Fargo is an increasingly cosmopolitan area, with steady and notable growth over the past few years in its cultural and ethnic diversity. With a population of more than 260,000, the Fargo-Moorhead metropolitan area combines small-town friendliness with the enriching offerings of a large city.

Residents enjoy a fantastic quality of life with an active arts scene, including a symphony, civic opera company, museums, galleries, and a movie theatre; array of restaurants, craft breweries, wineries, and shopping options; and a newly refurbished downtown district that often hosts street fairs and parades. The area is abundant with natural beauty and activities for the outdoor lover as well. Fargo offers a lower unemployment rate, favorable tax structure, as well as a cost of living that is 8.1% less than the U.S. average. With higher than the national average investment per student, Fargo is proud of its public-school system, and it is a growing hub for economic development with multi-billion-dollar, industry leading businesses located or headquartered in the region, including one of Microsoft’s largest campuses and employment bases and three nationally recognized healthcare centers.

To learn more about the area, visit www.fargomoorhead.org; https://liveinfmarea.com; https://gfmedc.com.
The VPCM will establish a vision and the strategies needed to lead communications and marketing efforts that support NDSU in staying on the front line of trends in higher education. They will report to the president and serve as a member of the president’s cabinet. This cabinet-level officer is a critical thought leader and advisor to the president and institutional leadership and is expected to provide meaningful input on the full range of issues facing the institution; thus, a person with comprehensive knowledge of higher education is desired. In particular, the VPCM will work hand-in-hand with the enrollment and admissions team to provide pioneering, deliberate communications services to enhance the University’s visibility and reputation as well as expand recruiting efforts to increase enrollment.

The VPCM will be charged with integrating, aligning, and ensuring coordination of all internal and external communications and marketing initiatives of the University, while promoting staff development; setting performance objectives; and ensuring alignment regarding brand identity, strategic messaging, and style in all communications across the institution.

The VPCM will provide innovative leadership to the Office of University Relations, as well as work collaboratively with a team of university-wide communicators. They will maintain and grow strategic relationships with key external communications partners. As a result, the VPCM will need to demonstrate an inclusive and facilitative leadership style that inspires and empowers staff, encourages open communication and collaboration across campus, and solicits new ideas from a variety of stakeholders.

Visionary Leader and Strategist

The VPCM must be an experienced, dynamic, thoughtful, and strategic communications leader and ambassador for the NDSU community. The VPCM will be tasked with formulating and driving extensive media campaigns to communicate NDSU’s mission and accomplishments and elevate NDSU to greater distinction. They will ensure regular and impactful communication about the student experience; faculty research and expertise; and the local, regional, and national impact of the University’s students, alumni, faculty, and staff.

The new VPCM will provide vision and work with a strong University Relations team to develop and execute a strategic communications plan for all internal and external marketing and communications activities for the University. These activities include admissions marketing and communications, branding, alumni communications, social media, public and media relations, internal communications, University publications, as well as web content and editorial services.

The VPCM is expected to conceptualize and develop, with the University Relations staff, marketing campaigns to significantly expand the reputational footprint of the University and to recruit students. In partnership with enrollment management and others, the intent is for the VPCM and University Relations team to lead in-state, national, and international communications and marketing recruitment efforts for undergraduate and graduate students, consistent with university strategic enrollment plans.
This will include working in collaboration with the individual schools and divisions to improve communications processes and increase the overall engagement of the campus community. In addition, the VPCM will set priorities with finite resources and effectively plan and manage the financial resources and staffing of the division to meet current needs, while allowing for the attainment of strategic initiatives.

A priority moving forward will be an overhaul of all university websites to include multimedia and video content as well as other advancements, including consideration of ADA compliance, trends in social media marketing, and messaging alignment across key stakeholders.

**Relationship Builder**
The University seeks a seasoned communications executive who will provide an effective infrastructure in which the University Relations staff can grow, learn, and feel empowered. The VPCM must deploy resources efficiently, effectively, and fairly. The VPCM should create a supportive environment that recognizes excellence, builds on strengths, and promotes a positive atmosphere of achievement and pride. This new leader should foster a responsive and inclusive culture that welcomes change and innovation and values teamwork and collaboration.

The VPCM will need to develop an environment that increases the integration of University Relations staff with the campus community, to garner a deeper understanding of different stakeholders and their distinctive and ever-changing communication needs. The VPCM will support University Relations staff in coordinating with communication officers embedded across campus, creating a unified strategy for institutional communications, marketing, and branding. This work includes the development of associated metrics in support of a communications and marketing plan.

The VPCM must work to cultivate and enhance meaningful relationships with internal stakeholders and external audiences, including, but not limited to, prospective students, current students, alumni, parents, friends/donors, faculty, staff, media, and surrounding community constituents. This individual will lead a team in building NDSU’s presence and enhancing the visibility of university efforts in local, state, and national media outlets. This will take someone willing to understand state and federal initiatives; participate in outreach activities to foster relationships with local, state, and federal constituent groups; and develop and implement strategies to grow NDSU’s visibility and reputation.

**Spokesperson and Crisis Manager**
The VPCM serves as NDSU’s official spokesperson, leading a strategic communications team to provide proactive public relations efforts, reputation management, and crisis communications. In conjunction with the University Relations staff, the VPCM will partner with other campus communicators to tell the University’s story, gathering accounts that encapsulate the good work being done by faculty, staff, and students inside and outside of the classroom, and sharing narratives via local media outlets, social media, and other platforms.

The VPCM will provide talking points, speeches, briefings, or other background information and media coaching and training to the president and others that may speak to the media, as needed, to best educate and advise on ways to address potential crises.
REQUIRED QUALIFICATIONS AND DESIRED ATTRIBUTES

• A bachelor’s degree is required; master’s degree in a related field is preferred
• Ability to demonstrate a commitment to NDSU’s mission and identity as a student-focused, land-grant, research university
• A demonstrated alignment with NDSU’s commitment to diversity and inclusion and to fostering diversity, belonging and teamwork to create collaborative, respectful working relationships across culturally diverse groups on and off campus
• Experience in strategic communications/public relations/marketing within a complex organization and a record of developing actionable strategic communications plans, managing budgets, and leading a team; experience in higher education preferred
• Experience developing and overseeing effective and engaging internal communications programs for a large network of constituents
• Experience with significant website redesign and transformation to meet institutional priorities
• Well-rounded experience in managing crisis communications
• Proven ability to initiate, lead, and facilitate change, successfully engaging with others to achieve results
• Demonstrated ability to establish and maintain partnerships across an organization to strengthen brand management and message alignment, achieve synergies, and maximize returns on institutional marketing investments
• In-depth knowledge of existing and emerging digital marketing practices used in marketing and communications as they relate to websites, social media, branding, and other communications tools and platforms to meet institutional objectives
• Demonstrated capacity to foster a healthy organizational culture, including the ability to manage, motivate, and support staff with diverse talents and lead them toward increasingly stronger performance as a team with positivity and confidence

• Knowledge of emerging best practices, trends, and opportunities in higher education at a state and national level, particularly related to enrollment
• A self-starter who advances a clear set of priorities with efficiency and demonstrates a high level of integrity, trust, and resourcefulness, while also being a good listener and approachable
• Excellent written and oral communication skills, with a demonstrated ability to articulate matters of complexity and nuance to multiple and varied groups of stakeholders
• Strong organizational skills with the capacity to simultaneously handle the pressures of crises and the regular demands of intersecting projects
• Flexibility to quickly shift and respond to new priorities
• An understanding of and respect for shared governance in higher education
APPLICATIONS, INQUIRIES, AND NOMINATIONS

North Dakota State University is being assisted by Academic Search. Prospective candidates may arrange a confidential discussion by contacting Lisa Ryan at Lisa.Ryan@academicsearch.org or Andrea Cowsert at Andrea.Cowsert@academicsearch.org.

Applications and nominations should be submitted electronically to NDSUVPCM@academicsearch.org. Applications must include a cover letter that addresses the responsibilities and requirements described in this profile; a curriculum vitae; and a list of at least five professional references with contact information, including telephone and email, and a note indicating the candidate’s working relationship with each. References will not be contacted without the explicit permission of the candidate. This position is open until filled, but only applications received by August 1, 2023, can be assured full consideration.

North Dakota State University (NDSU) is fully committed to equal opportunity in its employment decisions and educational programs and activities, in compliance with all applicable federal and state laws and regulations and in furtherance of appropriate affirmative action efforts. NDSU prohibits discrimination and harassment against any individual on the basis of age, color, gender expression/identity, genetic information, marital status, national origin, physical or mental disability, pregnancy, public assistance status, race, religion, sex, sexual orientation, status as a U.S. veteran, or participation in lawful activity off the employer’s premises during nonworking hours which is not in direct conflict with the essential business-related interests of the employer. Direct inquiries to: Dr. Canan Bilen-Green, Vice Provost, Title IX/ADA Coordinator, Old Main 201, NDSU Main Campus, Fargo, ND, 58108, 701-231-7708, ndsu.eoaa@ndsu.edu.

SEARCH PROFILE: Vice President for Communications and Marketing
ABOUT ACADEMIC SEARCH

Academic Search is assisting North Dakota State University in this work. For more than four decades, Academic Search has offered executive search services to higher education institutions, associations, and related organizations. Academic Search was founded by higher education leaders on the principle that we provide the most value to partner institutions by combining best practices with our deep knowledge and experience. Our mission today is to enhance institutional capacity by providing outstanding executive recruitment services, executive coaching, and transition support, in partnership with our parent organization, the American Academic Leadership Institute. For more information, visit www.academicsearch.org.

Committed to IDENTIFYING AND DEVELOPING LEADERS by providing the highest level of EXECUTIVE SEARCH to our higher education partners.