

Trinity College

HARTFORD CONNECTICUT

Vice President for Strategic Marketing and Communications

Trinity College seeks an innovative, strategic, and collaborative professional to lead efforts to strengthen its image as a preeminent urban liberal arts college and a “first-choice” destination for both students and faculty. The Vice President for Strategic Marketing and Communications (VPSMC) reports directly to [President Joanne Berger-Sweeney](#) and serves as a member of her executive cabinet.

Trinity is marked by innovation, both in teaching and scholarship, as well as in its long-standing and multi-faceted engagement with the city of [Hartford](#) and the world. The College is a dynamic liberal arts institution where experimentation is encouraged and the connection between academe and the world is deep, broad, and meaningful. Trinity’s faculty, students, staff, administration, and trustees are deeply committed to its distinctive mission, and the VPSMC will have the opportunity to convey these historic strengths and lead the College into a future wherein media savvy and transfer of information are essential.

As it nears its 200th anniversary in 2023, Trinity is engaged in advancing its strategic plan, [Summit](#). The college is also preparing to relaunch a comprehensive fundraising campaign, and it continues to innovate its curriculum and pedagogy as well as its ways of engaging with the city and world at large. The VPSMC will have the opportunity to shape this continually evolving institution by helping to communicate its strategic objectives, identifying and articulating key marketing priorities, and serving as a thought partner to President Berger-Sweeney in creating an innovative vision for messaging, marketing, and branding for Trinity’s third century.

ABOUT TRINITY COLLEGE

Trinity College, founded in 1823, is a forward-looking liberal arts college with a distinctive urban and global pulse. Located on a 100-acre campus in the heart of Connecticut’s capital city, this nonsectarian, coeducational College brings together long-standing strengths in the traditional liberal arts with cutting-edge curricular programming. Trinity College is where the liberal arts meets the real world.

The College takes great pride in promoting imaginative and innovative approaches to teaching, learning, and urban and global engagement both in its liberal arts core and in areas in which it has been a pioneer in undergraduate education. At the undergraduate level, 41 majors and 42 interdisciplinary and departmental minors are offered by 20 departments and 13 programs in four academic divisions: Arts, Humanities, STEM, and Social Sciences. Trinity is also one of only a few liberal arts colleges to offer a B.A. in engineering along with an ABET-accredited B.S. program in engineering, with concentrations in electrical, mechanical, computer, and biomedical engineering. Trinity was the first liberal arts college to establish an interdisciplinary program in both human rights and one of the first to do so in neuroscience.

For non-traditional undergraduate adult learners, Trinity offers the Individualized Degree Program (IDP) which provides a flexible and supportive framework allowing these highly motivated and engaged students to complete a bachelor’s degree in any of Trinity’s majors. Trinity IDP students are provided

advising and services tailored to adult needs, together with full access to all of Trinity's academic resources. The College also offers part-time master's degree programs in American Studies, English, and Public Policy that are designed for talented and driven students with busy schedules. Additionally, Trinity offers five-year bachelor's/master's degree programs in Neuroscience or American Studies.

DIVERSITY, EQUITY, AND INCLUSION

Trinity's commitment to attracting and retaining diverse faculty, students, and staff and ensuring an inclusive, welcoming academic environment for all is evidenced in part by its recent activities and initiatives and its prioritization of DEI within the College's current strategic plan. Since President Berger-Sweeney's arrival in 2014, the racial, ethnic, and socioeconomic diversity of the student body has increased from 18% to 22%, as has the diversity of the senior leadership team and the Board of Trustees, and the gender balance of the faculty. In 2019, Trinity celebrated 50 years of co-education, and President Berger-Sweeney led a [task force to examine the status of women at Trinity](#).

In June 2018, Trinity named Dr. Anita Davis as inaugural Vice President for Diversity, Equity, and Inclusion. In this role, she serves on the President's senior leadership team and engages with key stakeholders within the Trinity community. She directly supervises the Office of Multicultural Affairs, the Queer Resource Center, and the Women and Gender Research Action Center, and co-supervises the Office of Human Resources. Under her leadership, the Office of Diversity, Equity, and Inclusion has worked collaboratively to help advance the community's goals. Before Dr. Davis's arrival, significant DEI efforts at Trinity were led by the Dean of Multicultural Affairs, a role which Trinity created over 25 years ago.

Initiatives to increase intercultural knowledge and understanding for members of the Trinity community include workshops on inclusive pedagogy (aided by an [\\$800,000 grant from the Andrew W. Mellon Foundation](#)) and hiring practices for faculty, and on intercultural knowledge and understanding for student leaders, staff, and administrators across the College. The Office of DEI has implemented an employee engagement survey and a campus climate survey. A presidential task force was created in the summer of 2020 and charged with addressing the needs identified in the climate survey. In addition, the College created a Campus Climate Incident Response Team comprised of students, administration, faculty, and exempt and non-exempt staff.

These initiatives exemplify some of the ways that the Trinity community continues to strive toward a campus that is more diverse, inclusive, and equitable. Moving forward, this work will entail making certain that the principles of inclusion and equity continue to be integrated into all campus policies, processes, and actions, while continually assessing the institution's collective progress.

FACULTY AND ACADEMICS

Trinity's 229 full-time faculty members are extraordinarily devoted teachers, scholars, and curricular and pedagogical innovators. They are well-represented among recipients of the nation's most competitive grants and honors, from the National Endowment for the Humanities and the National Endowment for the Arts, the National Science Foundation, and the National Institutes of Health, to the Guggenheim Foundation and the Andrew W. Mellon Foundation, among others.

Trinity's faculty take great pride in promoting imaginative approaches to teaching and learning and have a particular interest in – and history of – collaboration across disciplines. Their innovations and initiatives have led to the establishment of several academic centers, supporting the work of both faculty and students. A select list of Trinity's academic centers and programs includes:

- [Allan K. Smith Center for Writing and Rhetoric](#)
- [Center for Academic Advising](#)
- [Center for Teaching and Learning](#)
- [Leonard E. Greenberg Center for the Study of Religion in Public Life](#)
- [Interdisciplinary Science Program](#)
- [Trinity Institute for Interdisciplinary Studies](#)

Trinity's faculty are also especially committed to integrating the city of Hartford and the larger world into their research as well as into their teaching and service, as illustrated in the following section.

COMMUNITY & GLOBAL ENGAGEMENT

Trinity's multifaceted and substantive connection to the city of Hartford and to the larger cities around the world dates back to decades of urban and global engagement, and continues to evolve and deepen.

In 1970, Trinity developed its Legislative Internship Program, a selective, semester-long experience which takes advantage of the College's location in the state capital. Student interns work full- or part-time with members of the Connecticut General Assembly and learn firsthand about the political and legislative process. The interns also participate in a weekly seminar given by the Political Science Department which complements their day-to-day work within theoretical and scholarly contexts.

In 1995, Trinity launched its Community Learning Initiative, where students, faculty, and Hartford-area community partners come together in collaborative, mutually respectful partnerships that both strengthen student learning and benefit the community. Each project is part of an academic course. Over the past 20 years the program has expanded to include the Community Action minor, the Community Learning Research Fellows program, the summer Public Humanities Collaborative, and since the fall of 2017, the Community Action Gateway program for first-year students.

One of the key milestones in Trinity's engagement with the city of Hartford was the creation in 2007 of the [Center for Urban and Global Studies \(CUGS\)](#). Supported by a major grant from the Andrew W. Mellon Foundation, CUGS extends classroom learning into Hartford, urban Connecticut and the United States, and cities around the world. CUGS is the home of the first-year Gateway Cities Program, the Urban Studies Program, the Urban China Minor, and the Graduate Certificate in Urban Planning. CUGS runs a major annual summer field course on urban China and Southeast Asia, in which students have focused on and traveled through large river cities. This course most recently was based in the dynamic megacities of Shanghai and Shenzhen and their surrounding regions in China.

The [Center for Caribbean Studies \(CCS\)](#), launched in 2017, explores and celebrates the distinctive Caribbean character of the city of Hartford and the influence of Caribbean civilization on contemporary cultures around the world. With financial support from the Center and the guidance of faculty who have deep connections to Caribbean culture and history, students pursue research, internships, and student-faculty scholarly projects on campus and abroad, independently and in collaboration with neighboring educational and cultural institutions.

In 2018, the [Center for Hartford Engagement and Research \(CHER\)](#) was created to synergize the efforts of five long-standing programs that strengthen academic and co-curricular partnerships between campus and the city's diverse neighborhoods:

- [Community Learning](#): Offers more than 20 liberal arts courses per semester, which form mutually beneficial partnerships with community groups
- [Liberal Arts Action Lab](#): Engages teams of students, faculty, and staff in researching questions posed by community partners through a two-course joint program between Capital Community College and Trinity College
- [Community Service and Civic Engagement](#): Creates future civic leaders by engaging students volunteering and advocacy through strong, sustainable community partnerships
- [Trinfo.Café](#): Bridges the digital divide with a neighborhood internet café, computer literacy classes, VITA income tax clinic, and community meeting space
- [Hartford Magnet Trinity College Academy \(HMTCA\)](#) Partnership: Enables early college access for students of a grade 6-12 public interdistrict magnet school that attracts students from both the city and the suburbs

Under the leadership of President Berger-Sweeney, Trinity continues to develop new approaches and initiatives, many of which capitalize on the power of the liberal arts in combination with technology and entrepreneurial thinking. Recent developments include the establishment of a presence for Trinity at Constitution Plaza in downtown Hartford, which is home to the [Liberal Arts Action Lab](#) and, as of 2020, an [Innovation Center](#) that houses programs such as the [Trinity-Infosys Partnership](#).

Trinity has developed and operates [study away programs](#) in five cities around the world, including in Rome, where Trinity's program celebrated its 50th anniversary in 2020, and the singular Trinity La MaMa Performing Arts Program in New York City celebrating its 35th anniversary this year. More than 60 percent of Trinity students study away at some point during their undergraduate careers, whether for a semester, a full year, or during the summer or January term, on one of the Trinity College programs or any of the approximately 75 approved external programs.

STUDENTS

Trinity's Class of 2025 includes 553 first-year students and is richly diverse:

- 49% female and 51% male
- 13% international students; with the arrival of this class, 80 countries are now represented in the overall student body—the most ever at Trinity
- 23% domestic students of color
Scholars include 10 Posse Scholars from Chicago and 29 Davis United World College Scholars
- Drawn from an applicant pool of 5,697 students

Trinity has become a widely recognized national leader in developing powerful methods of identifying, enrolling, and supporting the success of diverse, excellent students. The College was an early adopter of making standardized tests optional and to take a holistic approach to assessment of student applications. Among other initiatives, the College has eliminated application fees for first-generation college students and created four-year financial aid awards for its lowest income students.

Once on campus, Trinity's approximately 2,100 full-time undergraduate students are actively engaged both inside and outside the classroom, participating in numerous volunteer and community-learning activities and a wide variety of campus organizations, innovative arts programming, and sports. More than one-third of Trinity's students participate in [athletics](#) at the varsity level, on 15 men's and 15 women's teams that compete in NCAA Division III and in the New England Small College Athletic

Conference (NESCAC). Athletics has long been a defining strength of the college and has played a significant role in creating community and fostering generations of connections.

LEADERSHIP

Dr. Joanne Berger-Sweeney was inaugurated as the 22nd president of Trinity College in October 2014. She ushered in an era of dynamic change as the first female president and the first person of color to lead this historic institution. Since becoming president, she has overseen several major accomplishments, including the completion of [Summit](#), the College's new strategic plan, which will guide Trinity toward its bicentennial in 2023 and beyond; the creation of the [Bantam Network](#) mentoring program for first-year students; the launch of the Campaign for Community, a campus initiative promoting inclusiveness and respect, and the expansion of Trinity's footprint in downtown Hartford with the creation of the [Liberal Arts Action Lab](#) and the [Innovation Center](#), which houses the [Trinity-Infosys Partnership](#).

She has led significant improvements to campus facilities, investing nearly \$65 million for the Center for the Arts and Neuroscience, the Gruss Music Center, and new athletic fields. A fuel cell power plant constructed on campus in 2017 has lowered the College's annual energy costs as well as its carbon footprint. By bringing long-term planning to the College's infrastructure, these improvements were managed with a 0.1% growth in the operating budget. In addition, the College has raised more than \$250 million during her tenure.

Additional achievements under Berger-Sweeney's leadership include the establishment of Trinity's Task Force on the Prevention of Sexual Misconduct, the Task Force on the Status of Women, the founding of the Center for Caribbean Studies at Trinity College, and the College's partnership with edX, one of the world's premier online course platforms. Under Berger-Sweeney's leadership, Trinity College is a key partner in the Hartford/East Hartford Innovation Places Planning Team, selected in June 2017 to receive a share of \$30 million in state funding to spark economic development and investment in innovation. She is the Past President of the Connecticut Conference of Independent Colleges (CCIC).

Before coming to Trinity, Berger-Sweeney served as Dean of the School of Arts & Sciences at Tufts University (2010-2014), creating the vision and setting the strategic direction for the University's largest school. Before Tufts, Berger-Sweeney was a member of the Wellesley College faculty, which she joined in 1991 and rose through the ranks to become the Allene Lummis Russell Professor in Neuroscience and Associate Dean.

Berger-Sweeney received her undergraduate degree in psychobiology from Wellesley College and her M.P.H. in environmental health sciences from the University of California, Berkeley, and her Ph.D. in neurotoxicology from the Johns Hopkins School of Public Health. She is a fellow of the American Academy of Arts and Sciences and the American Association for the Advancement of Sciences, and the International Behavioral Neuroscience Society. She has also been honored with a Lifetime Mentoring Award from the Society for Neuroscience and the National Science Foundation Young Investigator Award.

ROLE OF THE VICE PRESIDENT FOR STRATEGIC MARKETING AND COMMUNICATIONS

Reporting directly to President Joanne Berger-Sweeney and serving as a member of her executive cabinet, the VPSMC will spearhead the development, articulation, and dissemination of the College's

mission, brand, and messaging throughout the spectrum of internal and external stakeholders and events.

The Vice President is currently supported by the following direct reports:

- Director of Design
- Director of Editorial Services and Editor-in-Chief of the Alumni Magazine
- Director of Media Relations
- Director of Digital Communications
- Director of Marketing
- Assistant Director of Content
- Executive Assistant (shared with the Office of DEI)

At the senior leadership level, the VPSMC will serve on the President's cabinet, which includes the following colleagues:

- Vice President for Advancement
- Vice President for Diversity, Equity, and Inclusion
- Vice President of Finance and Chief Financial Officer
- Vice President for Library and Information Technology Services
- Vice President for Student Success and Enrollment
- General Counsel and Secretary of the College
- Chief of Staff and Associate Vice President for External Affairs
- Director of Analytics and Strategic Initiatives
- Acting Dean of the Faculty and Vice President for Academic Affairs and Professor of Political Science
- Associate Dean for Curriculum and Professor of Theatre and Dance
- Associate Dean for Faculty Development and Associate Professor of Computer Science

OPPORTUNITIES AND CHALLENGES

The VPSMC will be expected to:

- **Direct and strengthen Trinity's brand identity in support of the College and its mission:** The VPSMC will direct the development and dissemination of all marketing, communications, and public-facing materials, as well as internal collateral. Through the use, design, and application of digital assets, the VPSMC will promote the College's reputation, enhance its brand, and effectively disperse key messages and information to all stakeholder segments. To ensure alignment with mission and brand, the VPSMC will create and oversee the process to review all messaging generated through the College, with thoughtful consideration of, and where appropriate, in collaboration with Trinity's many and varied constituencies.
- **Develop and execute a dynamic, long-term strategic marketing plan for the College:** The VPSMC will facilitate an inclusive leadership process with the President, peers, and Trustees to develop and implement a dynamic, long-term strategic marketing plan that will clearly articulate strategic objectives and execution pathways. The VPSMC will consider current and prospective student

and family preferences, the competitive environment impacting the higher education landscape and the Connecticut region, and internal areas of strength and opportunity.

- **Convey the importance of advancing diversity, equity, and inclusion across multiple audiences:** The VPSMC should bring a sophisticated understanding of – and practical experience with – messaging designed to clearly convey the importance of diversity, equity, and inclusion within the College community. The Vice President for Diversity, Equity, and Inclusion will be one of many excellent and collaborative partners to the VPSMC in continuing the development of effective and relevant communications.
- **Embrace and champion the College’s continued deep engagement with the city of Hartford:** The VPSMC must share and promote the community’s passion for the College’s engagement with the city and region of Hartford. Trinity’s engagement with the city extends beyond student community service to curricular engagement and significant and ongoing partnerships with local government, educational, civic, and business organizations. The VPSMC will communicate with the local community and be excited by the possibilities that lie ahead for Trinity and for Hartford.
- **Provide leadership and direction to a professional marketing and communications operation:** As the Office of Communications leader, the VPSMC will direct multi-functional strategic marketing and communications and events teams, ensuring clear understanding of department goals, deliverables, and areas of integration and collaboration with other College departments and stakeholders. The VPSMC will enhance internal communications at Trinity as well as develop and monitor short- and long-term metrics to assess impact and effectiveness of department’s activities. Finally, the VPSMC will effectively recruit, retain, and mentor a talented and dedicated team.

DESIRED QUALITIES AND CHARACTERISTICS

The ideal candidate will be an outstanding creative leader who will direct and strengthen Trinity’s brand identity in support of the College and its mission. They will appreciate how the many facets of its evolving enterprise intersect with and champion a 21st century liberal arts education and an engaged campus community with confidence, sensitivity, versatility, and creative excellence. They will demonstrate a record of success in developing and implementing multi-faceted marketing and communications efforts that have positioned and elevated an institution, brand, or company with multiple audiences. The VPSMC will bring a collaborative leadership style and significant experience working with multiple stakeholders, as well as a demonstrated commitment to advancing diversity, equity, and inclusion within an organization.

The ideal candidate should also bring many of the following complementary skills and experiences to their work:

- A passionate belief in the power and relevance of a 21st century liberal arts education and a readiness to embrace and communicate Trinity’s innovative and substantive ways of engaging with the city of Hartford and the world;
- The ability to develop an extensive communications and marketing strategy to support a comprehensive campaign through collaboration with the Advancement team and other

community stakeholders;

- A desire to partner with the Admissions team to continue strengthening the communications and marketing strategy in support of student recruitment and enrollment;
- Strong interpersonal skills and a relentless collegiality, including the ability to build relationships and seek alignment across the full range of Trinity's constituencies including: faculty, administrators, staff, and students;
- Exceptional writing, editing, and public speaking skills, and a particular ability to persuade, explain, and inspire;
- A focus on forward-thinking strategic messaging and storytelling around the intersection of various College programs and departments;
- The creativity and vision to generate new ideas coupled with the organizational and administrative skills to bring them to fruition in collaboration with others;
- Innovation in using the College's web presence, electronic communications, and social media to engage stakeholders, build awareness of the College, recruit students, involve alumni, and enhance the experience of current students;
- An ability to manage and work within budgets; and,
- An understanding of the collaborative leadership structure within higher education, the nature of the academic enterprise, and a commitment to the distinctive mission, vision, and culture of Trinity College.

An advanced degree or commensurate senior-level professional experience is preferred. An ability to work collaboratively within a diverse community with multiple constituencies and to build cooperation and consensus is essential.

CONTACT

Applications should include a resume and cover letter. In the cover letter, applicants should address how they would foster and promote an environment of diversity, equity, and inclusion. Please send nominations and applications—electronically and in confidence—to:



Shelly Weiss Storbeck, Managing Director
Lisa Solinsky, Senior Associate
Abby Kallin, Associate
TrinityVPSMC@storbecksearch.com

For more information, please visit Trinity's home page at <https://www.trincoll.edu/>.

The College is committed to building a representative and diverse faculty, administrative staff, and student body. Trinity is an Equal Opportunity/Affirmative Action Employer. Women and minorities are encouraged to apply. Applicants with disabilities should request, in advance, any needed accommodation in order to participate in the application process.