



Chief Marketing and Communications Officer

The University of North Carolina Wilmington seeks nominations and applications for the position of Chief Marketing and Communications Officer (CMCO).

The University of North Carolina Wilmington: An Overview

The University of North Carolina Wilmington, the state's coastal university, is dedicated to the integration of teaching, mentoring, research, and service. Widely acknowledged for its world-class faculty and staff and continuously recognized at a national level for scholarly excellence and affordability, UNCW offers a powerful academic experience that stimulates creative inquiry and critical thinking and a community rich in diversity, inclusion, and global perspectives.

A public institution with over 18,000 students, UNCW offers a full range of baccalaureate- and graduate-level programs, as well as doctoral degrees in educational leadership, marine biology, nursing practice, and psychology; and many distance learning options, including clinical research, an accelerated RN-to-BSN program, an Executive MBA program structured for working professionals, and the nation's only bachelor's degree program focused on coastal engineering. UNCW is one of only three UNC System schools among the Top 100 Public National Universities for 2022, according to a new list of "Best Colleges 2022" from *U.S. News & World Report*.



The university's efforts to advance research and scholarly activities have earned UNCW the elevated designation of "Doctoral Universities: High Research Activity" institution (R2 University) by the Carnegie Classification of Institutions of Higher Education. UNCW is currently in the public phase of the most ambitious campaign in university history.

UNCW has been part of the University of North Carolina System since 1969.

Wilmington, NC

[Wilmington](#) and the surrounding area is considered North Carolina's most accessible coastal destination. Boasting a historic downtown riverfront and three beautiful island beaches, Wilmington, Carolina Beach, Kure Beach, and Wrightsville Beach offer a destination of endless vacation experiences.



The heart of Wilmington is concentrated in its lively, walkable [river district](#), which showcases the city's progressive culture and historic setting. Wilmington is a vibrant riverfront city with timeless character that has preserved its historic places, while fostering an ever-evolving independent spirit. From the charm of its moss-draped, brick-lined historic district to the evolving north-end of its river district, there are new things to discover around every corner. As history moves forward with each exciting new addition, the city mingles historic architecture with

modern design and new attractions like a waterfront park and amphitheater, [hotels](#), and [restaurants](#) – all connected by the nearly two miles of scenic Riverwalk making it easy to move around. At the center of it all is the river that inspires new experiences and fresh ideas, as seen in the local storefronts and cafés, the film industry, and the local arts and music scene. The Cape Fear Region is one of the fastest-growing regions in the southeastern U.S. You'll find a strong and expanding infrastructure; an eager, diverse workforce; excellent education and training, top-notch healthcare; a commitment to community service, and smart, sustained growth – all backed by access to capital and resources that can turn promising opportunities for expansion or relocation into profitable reality.

The Chancellor

Dr. Jose V. Sartarelli is the sixth chancellor and ninth leader of the University North Carolina Wilmington. He brings more than 35 years of professional leadership experience to UNCW. He is committed to attracting the best students, faculty, and staff to UNCW by supporting the university's success in teaching, research, and service.



Under his leadership, UNCW is focused on diversity, equity, and inclusion; globalization; ethics and integrity; and excellence and innovation. During Chancellor Sartarelli's tenure, the university continues to implement its Strategic Plan; has set records for annual enrollment, graduation, and philanthropic giving; increased community, military, and international partnerships; enhanced online educational offerings; and added several new academic programs. The university also secured its highest gift in university history and supported the

launch of the first satellite sent into space by a UNC System institution. Chancellor Sartarelli has guided the university through significant challenges, including the global COVID-19 pandemic and Hurricanes Florence and Dorian. The university recently completed \$400 million in planned and storm-related campus improvements. This includes renovation of Dobo Hall and construction of Veterans Hall, new student housing, and other academic and administrative support facilities.

A native of Brazil, Chancellor Sartarelli received a bachelor of business administration degree in marketing from the São Paulo School of Business Administration (Fundação Getulio Vargas) in São Paulo, Brazil. He then attended Michigan State University as a Fulbright Scholar, earning an MBA in marketing and a doctorate in business administration.

The Office of University Relations

The Office of University Relations (OUR) serves as UNCW's hub for internal/external communications and marketing. OUR is committed to enhancing UNCW's brand awareness through engaging messaging, dynamic print and digital collateral, and vibrant videography and photography. OUR collaborates with faculty, staff, students, the community, and the media to promote key university initiatives, research, and achievements.

The future of marketing and communications at the University of North Carolina Wilmington and specific opportunities for the next Chief Marketing and Communications Officer include:



Enhancement and promotion of the UNCW brand

The CMCO will lead the team in the creation and distribution of marketing and communications efforts both internally and externally. Through the use, design, and application of digital assets, the CMCO will work to define and advance the UNCW brand, delivering consistent messaging and information. The CMCO will create an efficient and effective central review process to ensure all messaging generated across the campus aligns with and promotes the UNCW brand and established standards.

Development of a communications and marketing strategy for UNCW that will increase its national visibility and reputation

The CMCO will provide vision and direction for a bold communications and marketing plan, which will reflect the achievements and aspirations of a great university. Working with key stakeholders, the CMCO will create and implement strategies to amplify the themes and goals of the larger institution; partner in external relations plans and messaging; and ongoing student recruitment and marketing initiatives. The CMCO will offer a clearly defined strategy and collaborative approach to manage crisis and reputational communication. As a direct report to the Chancellor and a key member of the senior leadership team, the CMCO will need to inspire confidence in the Office of University Relations, prompting others to embrace fully the communications and marketing objectives of the institution.

Build collaborative relationships with campus partners to ensure an integrated approach to UNCW's communications and marketing

With dedicated communications and marketing staff in many of the colleges, academic departments, Division of University Advancement, Office of Admissions, and other campus divisions, the CMCO will develop positive working relationships across campus to ensure that collaboration and structures are in place to create efficient and cohesive efforts. As the lead curator of the university's stories, the CMCO must be active and engaged with faculty, administrators, staff, students, and alumni to recognize and promote the unique and compelling aspects of this multi-faceted campus. In addition to strong campus relationships and internal communications, the CMCO will cultivate and leverage relationships with local and national media as well as local, state, and UNC System leaders to advance the institution's message.

Support a contemporary, high-level communications and marketing function

To meet the many demands of the office, the Chief Marketing and Communications Officer will ensure that the structure, staffing, and systems are in place for optimal workflow management and overall success. Given the pace of change in the field, the CMCO should have a thorough understanding of traditional and emerging media and empower a staff who are leaders in their respective areas. To be most successful, the CMCO will cultivate, support, and develop a strong, diverse team, whose members share a clear vision and work to fulfill measurable goals. The CMCO must foster a culture of creativity and innovation informed by predictive modeling and advanced analytics.

Maximization and strategic investment of institutional resources to advance the UNCW brand

The CMCO is accountable for the integrity and investment of OUR funds as they relate to institutional goals and larger institutional strategy. The CMCO will evaluate resources, develop office budget strategies, and lead effective allocation of funds to achieve the greatest impact. Working collaboratively with the OUR team, division and department marketing and communications professionals, and institutional leadership, the CMCO will identify strategic and budgetary priorities that are consistent with the mission and the strategic plan of the institution and continuously evaluate the return on investment.

The Role of the Chief Marketing and Communications Officer

The CMCO will lead the creation and execution of a comprehensive strategic communication and marketing plan that includes clearly defined and measurable objectives and timelines, consistent with the university strategic plan. The plan will build on existing strengths while using new technologies to deliver positive messages that advance UNCW's reputation as a national university; convey institutional policies, position the institution, and convey decisions to the stakeholders and the public; and adhere to the highest ethical standards.

The Chief Marketing and Communications Officer reports directly to the Chancellor and serves as a member of the Chancellor's senior leadership team. The CMCO will serve as a principal staff liaison to the External Affairs Committee of the UNCW Board of Trustees. The CMCO will also provide leadership to a cross-institution team by bringing together strategic communications and institutional marketing representatives to address university-wide initiatives.

The CMCO leads a departmental team of four direct reports and a total team of 20 staff and has departmental responsibility for university communications and marketing and professional development of the team.

The Chief Marketing and Communications Officer must be a collaborative and visionary leader with a demonstrated record of success in developing and implementing multi-faceted communications and marketing efforts that position and elevate the perception of an entire institution or organization with multiple audiences. Individuals with a track record of building organizational structures that support the larger strategy are desired. A related master's degree and three years or greater of related professional experience is required which should include some supervisory or management experience, OR a related bachelor's degree and five years directly related professional experience that includes some supervisory and management experience may be substituted in lieu of a master's degree.



Desired Qualifications and Characteristics

The ideal candidate will possess:

- A proven track record of creative and visionary leadership in the development of communication and marketing plans in coordination with multiple stakeholders across the institution and the larger UNC system of higher education;
- Excellent communication skills, particularly able to persuade and explain, and to communicate in words and images in print, digital, and social media;
- Analytical skills and ability to effectively lead a metrics-driven approach to evaluating efforts;
- Ability to serve as a strategic advisor to the chancellor and senior leadership on issues of communication and institutional reputation;
- Exceptional organizational skills, including the ability to manage multiple tasks and priorities simultaneously;
- Ability to represent UNCW effectively at the local, state, and national level;
- Talent for developing and retelling stories in support of a brand;
- A track record of being adept and creative with emerging technology and willingness to learn new skills;
- A record of success with innovative uses of social media in an integrated communications and marketing plan;
- Deep knowledge of media relations and public relations strategies;
- Experience developing and implementing crisis communications and reputational management plans;
- Skills to build compelling internal communications plans;

- A thorough understanding of traditional and emerging media and a comprehensive understanding of the communications process, from creative conception through fulfillment;
- Strong project and resource management skills;
- Experience leading and developing complex, diverse creative teams;
- Ability to forge strong partnerships with internal and external constituencies;
- Understanding of trends in higher education and the ability to deliver innovative communications to segmented audiences;
- Demonstrated record of embedding inclusive excellence into teams and institutional messages;
- High level of cultural competence, an inclusive approach to customer service, able to build awareness of diverse individuals and groups;
- A track record of collaborative teamwork;
- Reliable judgment, trusted discretion, strong interpersonal skills to relate to numerous and varied constituencies of the university;
- A collaborative and collegial persona; and
- High energy, passion, and comfort with ambiguity.

This position is available as of December 2021. For best consideration, please send all confidential nominations, inquiries, and expressions of interest to:



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At the University of North Carolina at Wilmington (UNCW), our culture reflects our values of inclusion, diversity, globalization, ethics and integrity and innovation and we are committed to providing equality of educational and employment opportunity for all persons without regard to race, sex (such as gender, gender identity, marital status, childbirth, and pregnancy), age, color, national origin (including ethnicity), religion, disability, sexual orientation, political affiliation, veteran status, military service member status, genetic information, or relationship to other university constituents – except where sex, age, or ability represent bona fide educational or occupational qualifications or where marital status is a statutorily established eligibility criterion for State funded employee benefit programs. UNCW believes that embracing the unique contributions of our faculty, staff and students is critical to our success and paramount in being recognized for our global mindset.