POSITION AND CANDIDATE SPECIFICATION

TEXAS A&M UNIVERSITY

SVP, CHIEF COMMUNICATIONS & MARKETING OFFICER

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POSITION SPECIFICATION

Client Organization

With 16 colleges and schools, including multiple sites across Texas and internationally, Texas A&M University is one of the most comprehensive doctoral research universities in the nation. As one of the largest U.S. universities, Texas A&M employs more than 8,400 staff and 3,500 instructional faculty members; enrolls almost 50,000 undergraduate, and more than 15,000 graduate and professional students across all locations. A member of the Association of American Universities, Texas A&M University is one of the few academic institutions in the nation to hold triple federal designations as a land-grant, sea-grant, and space-grant university.

A world renowned leader in teaching, research and service, Texas A&M is home to one of the nation’s largest chapters of Phi Beta Kappa, the oldest and most respected undergraduate honor society in the U.S. Texas A&M’s purpose statement is to “develop leaders of character dedicated to serving the greater good.” The University’s six core values are: excellence, integrity, loyalty, leadership, respect and selfless service.

Campus Facts

- Established in 1876 as Texas’ first institution of higher education
- Primary campus located on 5,200 acres in College Station, Texas
- Branch campuses located in Galveston, Texas and Doha, Qatar
- Athletics NCAA Division I in the Southeastern Conference (SEC)

Rankings

- Ranked #1 in Texas in four, five and six-year student graduation rates, both overall and for minorities (Texas Higher Education Coordinating Board)
- Ranked #2 in “Best Value Schools” among public universities and #21 overall among publics (U.S. News & World Report, 2016)
- Ranked #3 in the nation among all universities based on “research, service, social mobility, and contributions to society” (Washington Monthly, 2015)
- Ranked #5 in “Best College Towns in the U.S.” (Forbes, 2015)

Division of Marketing & Communications

The mission of Texas A&M University’s Division of Marketing & Communications is to enhance the institution’s national visibility and reputation, consistent with Vision 2020: Creating a Culture of Excellence. The Division is dedicated to telling the Texas A&M story and to managing the Texas A&M brand through the development and integration of proactive communications, and the coherent, well integrated, strategic marketing campaigns.

For more information about Texas A&M please visit: www.tamu.edu.
Position Summary

Reporting directly to the President who brings an exciting and inspirational vision for Texas A&M, the Chief Marketing & Communications Officer is a newly elevated role dedicated to the development of a strategic, comprehensive marketing and communications agenda that supports the President’s bold vision to project Texas A&M into the national and international spotlight as a preeminent thought leader within higher education and research.

In partnership with colleagues within Texas A&M and across the broader Texas A&M University System, this executive will work to proactively articulate Texas A&M’s unique values, culture, accomplishments, and significant societal contributions to key internal and external stakeholders—including current and prospective students/faculty/staff, alumni, donors, the media, the local community, and global thought leaders.

The Senior Vice President and Chief Marketing & Communications Officer will assume leadership for the full suite of communications and marketing functions at an exciting moment for a revered institution that is experiencing renewed vision and leadership at the top. The scope of responsibility will include all university-wide brand management, media relations, public affairs, crisis and issues management, internal and leadership communications/social media, community relations, digital communications, and thought leadership activities.

Critical to the role will be to manage, mentor, and nurture a team of more than 30 marketing and communications professionals, ensuring that the Division of Marketing & Communications is optimally structured and staffed. The Chief Marketing & Communications Officer will also serve as an engaged member of the President’s leadership team, providing advice, guidance, and support to colleagues from across the University. This includes working collaboratively with marketing and communications leaders throughout the University who are dedicated to serving and promoting their respective colleges and departments, and with marketing and communications colleagues within the independent but affiliated Texas A&M Foundation, The Association of Former Students, George Bush Presidential Library Foundation, and 12th Man Foundation as well as broader Texas A&M University System.
Key Relationships

Reports to: President, Michael K. Young

Direct reports: Team of 30+ marketing and communications professionals

Other key relationships: Marketing and communications professionals embedded in colleges and departments across the University and System Deans of the Colleges, Schools and Branch Campuses Texas A&M University System Administration Texas A&M University System Board of Regents Government agencies and the Texas legislature Peers at other institutions Public and private funders/partners Top-tier academia, local and national media

Major Responsibilities

• Work closely with the colleges, schools, and departments across the University to develop an integrated, comprehensive, and strategic marketing and communications plan that protects and enhances Texas A&M’s brand, influence, and reputation.

• Manage all university-wide marketing and communications activities, including media relations; crisis and issues management; digital communications and social media; communications to current/prospective students and staff; donor/fundraising communications in conjunction with the University’s four affiliated organizations; leadership communications; public affairs; community relations; thought leadership; events/sponsorships; marketing communications; and brand management activities.

• Lead and coordinate University-wide efforts to develop and deliver core messages and effect institutional branding; promote the achievements of faculty, staff and students; and ensure a consistent, authentic, and coherent portrayal of the University, internally and externally.

• Define and drive the University’s external communications strategy by establishing effective relationships with top-tier media and proactively executing communications campaigns aligned to University goals.

• Serve as a trusted advisor and counselor to the President and university leadership team on all matters related to internal and external messaging, branding, and strategic communications. Coordinate closely with the Texas A&M University System leadership, including Chancellor John Sharp and his team, as appropriate.
• Cultivate opportunities for Texas A&M to contribute to issues of national debate, scientific research, health care, and other prominent topics at the intersection of education, government, and society. Develop opportunities for faculty to credibly serve as spokespeople and thought leaders.

• Coach, manage, and mentor the team of marketing and communications professionals, building talent within the department and ensuring that the department is optimally structured to support university-wide communications functions.

• Help to develop and organize special events, activate new sponsorships, and conceive of other potential business development and revenue generating activities.
CANDIDATE SPECIFICATION: KEY SELECTION CRITERIA

Ideal Experience

- More than 10 years of marketing and communications leadership experience in a complex, decentralized, large organization that is highly ranked within its sector. While candidates must have an appreciation for the challenges and opportunities facing top tier comprehensive research universities, individuals from both academe and the private sector will be considered.

- Demonstrated success as a charismatic, proactive and effective marketing and communications leader with the ability to anticipate, develop, communicate and build consensus for a long-term vision, values, and strategies that focus and drive the organization.

- Proven ability to lead media relations, crisis communications, and issues management for a highly reputable, national enterprise.

- Prior experience aligning a marketing and communications function for optimal service and support within a highly decentralized and diversified environment where multiple competing priorities must be considered.

- A strong grasp of the latest marketing and communications channels and trends (social media, interactive portals, etc.) and tactics for effective use of each.

- Proven ability and commitment to managing, developing, mentoring, and coaching a staff of professionals, with a proven track record of creating organizational structures able to sustain growth and success into the next generation.

- Demonstrated ability to synthesize information, balance the interests of multiple parties, and act in a decisive and timely manner.

- Bachelor's degree in Marketing, Communications, Public Relations or a related field is required; advanced degree is desirable.

Critical Competencies for Success

Strategic Marketing & Communications: The Chief Marketing & Communications Officer will develop and implement a proactive, coordinated marketing communications framework that enables Texas A&M to communicate with a differentiated and distinctive voice externally and internally. This framework will strategically inform, engage and excite national, regional and global audiences, including the scholarly and research communities.
Collaboration and Relationship Building: In an environment that is highly relationship driven where success is heavily dependent on collaboration among a broad range of internal and external constituencies, the Chief Marketing & Communications Officer will build trusted relationships at Texas A&M and across the system. In a decentralized environment, this executive will work to gain buy-in for an integrated marketing and communications strategy that inspires confidence and significantly advances the University’s reputation and brand.

Organizational Management: The Chief Marketing & Communications Officer will be a visionary, hands-on manager and team builder who motivates and leads by example in a player/coach role. This executive will be equally comfortable developing macro strategy and executing tactics. S/he will demonstrate particular prowess in structuring, supporting and developing a dedicated, cohesive team of professionals who will set a marketing and communications standard that others are excited to follow.

Other Personal Characteristics

- Embrace the values and traditions of Texas A&M.
- Unquestioned integrity.
- Powerful intellect and intellectual curiosity.
- Flexible, adaptable, and open minded.
- Well-developed social and interpersonal skills.
- Sense of humor.

To confidentially submit your interest or to nominate a prospect for consideration, please direct your submissions including cover letter, CV and any accompanying comments to: TAMU@spencerstuart.com. Should the committee be interested in exploring your or your nominees’ candidacy, our consultants at Spencer Stuart will be in contact.