



SEARCH SPECIFICATIONS
Associate Vice President for
University Marketing and Communications

Prepared By





THE OPPORTUNITY

The University of San Diego seeks an associate vice president (AVP) for University Marketing and Communications (UM&C). As chief spokesperson and senior communications officer, the AVP develops and drives the institutional brand and marketing. This role advises the president and university leadership on all communications and issues related to the institution's reputation. The AVP influences university digital and print content and manages the leaders of USD's award-winning teams in media relations, publications, creative services, and brand marketing and communications. The AVP is a member of the University Advancement leadership team and is an ad hoc member of the President's Strategic Leadership Team. The AVP also may act as a university representative and should be adept at communicating with external media and stakeholders.

The successful candidate will be a seasoned professional with seven to ten years of experience with a clear understanding of the significance of the



university's Catholic identity and heritage and incorporate the university's commitment to, and principles of, Catholic Social Thought as it relates to institutional communications. The position is an outstanding opportunity to lead USD's communications efforts in support of President Harris's bold strategic plan, *Envisioning 2024*, which leads to USD's 75th anniversary in 2024.

UNIVERSITY OF SAN DIEGO

The University of San Diego is a Catholic university for the 21st century founded on the pursuit of academic excellence. This focus on academic excellence—inspired by faith, infused with contemporary Catholic values, and nurtured in a warm, community environment—empowers innovative, confident, original thinkers to make positive contributions by confronting humanity's urgent challenges in places near and far.

The 180-acre campus is an international gateway and is consistently ranked among the nation's most beautiful, with 16th-century Spanish Renaissance architecture and a stunningly beautiful church of The Immaculata. The campus overlooks the city of San Diego, Mission Bay, and the Pacific Ocean and is located in one of the world's great diverse urban centers. San Diego's proximity to the U.S.-Mexico border, where communities and cultures converge, provides students and faculty with unique opportunities and cultural experiences.



With more than 9,000 students, USD offers 43 bachelor's degree programs with 56 minors, 36 master's degrees and Juris Doctorate (JD), five LLM degrees, four doctorates, and dual degree programs from seven schools and colleges. Undergraduate students choose from studies such as the arts, business, engineering, the natural sciences, and the study of the liberal arts. Graduate students focus on business, law, peace studies, nursing, marine



science, theatre, education, and leadership. Students don't get lost in arena-sized lecture halls at USD. The average student-to-faculty ratio is 14 to 1. USD has a long-standing commitment to engaging undergraduates from all disciplines in research and scholarly activities. Students can study abroad all over the world; in fact, more than two-thirds of undergraduates participate in opportunities to enhance their studies with unforgettable international experiences.

USD's small class sizes, compassionate culture, unique learning opportunities, study-abroad opportunities, and state-of-the-art resources ensure that graduates of our undergraduate and graduate programs succeed after graduation and throughout their lives.

A strategic plan, *Envisioning 2024*, was released in 2016 and looks forward to USD's 75th anniversary in 2024 with clearly articulated pathways and goals. The plan builds upon the university's successes and aspires to set the standard for a contemporary Catholic university confronting humanity's urgent challenges, ranging from immigration and the environment to the growth of the biotech sector and other industries that extend beyond the border. Priorities include investments to support student success and global initiatives.

Our founder, Bishop Buddy, once said that it would take 100 years to create a great Catholic university in San Diego. I am confident that we can achieve Bishop Buddy's vision by our 75th anniversary in 2024, raising the profile of the university and elevating our standing throughout the world.

—President James T. Harris III, D.Ed.

Mission:

The University of San Diego is a Catholic institution committed to advancing academic excellence, expanding liberal and professional knowledge, creating a diverse and inclusive community, and preparing leaders who are dedicated to ethical conduct and compassionate service.



Vision:

The University of San Diego sets the standard for an engaged, contemporary Catholic university where innovative changemakers confront humanity's urgent challenges.

About the Campus:

- Contemporary Catholic values grounded in the liberal arts tradition.
- Private. Coeducational. Residential. Independent.
- Perched on a pristine mesa—easily navigable and pedestrian-friendly.
- Beautiful 16th-century Spanish Renaissance architectural style.
- Beaches, mountains, downtown, and the Mexican border are all a short drive from campus.
- Carnegie classification of "Doctoral University: High Research Activity."
- Fully accredited by the WASC Senior College and University Commission since 1956.
- Residential Campus: 93% of freshman and 43% of undergraduates live on campus
- Ten separate living areas, with styles ranging from shared rooms to apartments
- Member, West Coast Conference and Pioneer Football League
- 17 NCAA Division I teams, 23 sports clubs, many recreation clubs, and fitness classes
- Nine national fraternities and nine national sororities
- Student Life Pavilion offers dining options, student activities, and a full-service market



Rankings:

- No. 1 Most Beautiful Campus by Princeton Review
- U.S. News & World Report ranked USD as the 90th-best university in the nation, or in the top 2%
- No. 1 in the nation by Washington Monthly for commitment to public service.
- No. 1 in California for undergraduate business program and in the nation's top 50 by Poets & Quants.
- Recognized by Forbes magazine as one of America's most entrepreneurial research universities.



- Among national doctoral universities, USD ranks No. 2 in undergraduate study-abroad participation.
- One of only 43 universities in the world designated as an [Ashoka U Changemaker campus](#).
- Ranked by Washington Monthly as the No. 1 university in the nation committed to public service and ranked among the best universities in the 2020 Wall Street Journal/Times Higher Education College Rankings.
- School of Business has ranked No. 1 in the nation for two years in a row on College Factual's ranking of Best Real Estate Colleges in the U.S.
- The Joan B. Kroc School of Peace Studies was the first stand-alone school of peace studies in the U.S. USD was the first West Coast campus to be designated as a Changemaker campus and remains one of the only Changemaker campuses in the world.

UNIVERSITY OF SAN DIEGO FACTS

Founded: 1949

President: James T. Harris III, D.Ed.

Undergraduate programs:

- 43 bachelor's degrees with many concentrations; 56 minors

Graduate and professional programs:

- 36 master's degrees, Juris Doctorate, five LLM degrees, four doctorates, dual degree programs

Enrollment:

- 9,041 headcount (8,116 FTE) undergraduate, paralegal, graduate, and law students

Students:

- 1,166 freshmen, 342 transfer undergraduate students
- 1,075 graduate students
- 260 JD law students



Demographics:

- 43% minority students
- 6% international students

Degrees Awarded: 2,883

- 1,462 bachelor's degrees
- 1,079 master's degrees
- 269 JD degrees
- 73 doctorates

**Employees:**

- Staff: 1,642 full-time and 720 part-time
- Faculty: 484 full-time, 483 part-time

Library:

- Holdings: more than 500,000
- Collections include 516,817 books; 14,636 CD's, DVDs and other media; 192 databases; 89,258 e-periodicals; 334,350 e-books; 29,027 digital items.

Endowment: \$693M (FY21)

Operating Budget: \$484M

Current Strategic Plan: [Envisioning 2024](#)

University Website: www.sandiego.edu

University Governance:

[The Board of Trustees](#) has the ultimate authority over all University policies.

UNIVERSITY OF SAN DIEGO ATHLETICS



USD is a member of the NCAA Division I West Coast Conference (WCC). Football is a non-scholarship sport, with competition in the Pioneer Football League (Division I-FCS). School colors are Torero Blue, Navy, and White. The mascot is the Torero (bullfighter), and teams compete as "The Toreros." USD students participate in 17 NCAA Division I teams, 23 sports clubs, and many recreation clubs and fitness classes.

USD's scholar-athletes benefit from first-class facilities and resources. Nestled at the base of a hill, Fowler Park is respected as one of the finest college baseball parks in the nation. There are 1,700 permanent seats with a capacity to host 3,000 fans. Jenny Craig Pavilion (JCP) opened on October 5, 2000, but the facility has been meticulously maintained, it still looks new. The intimate 5,100-seat arena hosts USD's men's and women's basketball teams, plus the Toreros' volleyball team. Maroon 5 performed at the JCP. In addition, the Dalai Lama and Jane Goodall made guest-speaking appearances there.

Department of Intercollegiate Athletics Mission Statement

As part of the University of San Diego, a Catholic University, the Department of Intercollegiate Athletics is committed to advancing academic and athletic excellence and enhancing students' lives while promoting the University of San Diego.

Department of Intercollegiate Athletics Vision Statement

Win conference championships while developing exceptional Torero graduates for life.

Winning

You don't have to look far on the USD campus to find evidence of the school's athletic success. USD's head football coach Dale Lindsey has said of the football team, which can be applied to the entire athletic department, "The expectations here are to win championships. They aren't anything less. We aren't interested in second, third, or fourth place."

Team championships include the women's volleyball team advancing to the NCAA Tournament 20 of the past 22 seasons, eight straight trips to the NAACAs, and five consecutive WCC titles for men's tennis.

As a relatively young university, USD has racked up plenty of home runs. Literally. [Kris Bryant](#) blasted an NCAA-leading 31 home runs in 2013 on his way to winning the Golden Spikes Award as the nation's player of the year. Bryant has had some success with the Chicago Cubs: 2015 National League Rookie of the Year; 2016 NL Most Valuable Player; and he fielded the ground ball that led to the final out of the 2016 World Series, ending a 108-year Cubs championship drought. Bryant is one of many USD athletes who have gone on to play professionally or in the Olympics in football, beach volleyball, men's and women's basketball, and women's tennis.

Student Athletes

USD athletes have become leaders in the academic, business, and sports world. In June of 2017, former Toreros rower Matthew Dominick was one of 12 people chosen from more than 18,000 applicants to become NASA's newest astronaut candidates. He was joined by another former Torero, Johnny Kim. According to recent NCAA statistics, USD's graduation rate for student-athletes is 90%, and 13 of USD's 17 sports teams have compiled a cumulative GPA above 3.0.



UNIVERSITY ADVANCEMENT

University Advancement includes all fundraising, marketing and communications, alumni affairs, and government relations activities. There are more than 70 staff across six departments and a \$12M budget. Alumni number 77,143, living in all 50 states and 100 countries, with 64% living in California. Despite the challenges of the pandemic, the Torero community continues to persevere and grow stronger.

In December 2021, USD announced one of the largest donations in its history. USD Board Chairman Donald Knauss, the former CEO of Clorox, and his wife, Ellie, generously donated more than \$50M to name the Knauss School of Business.

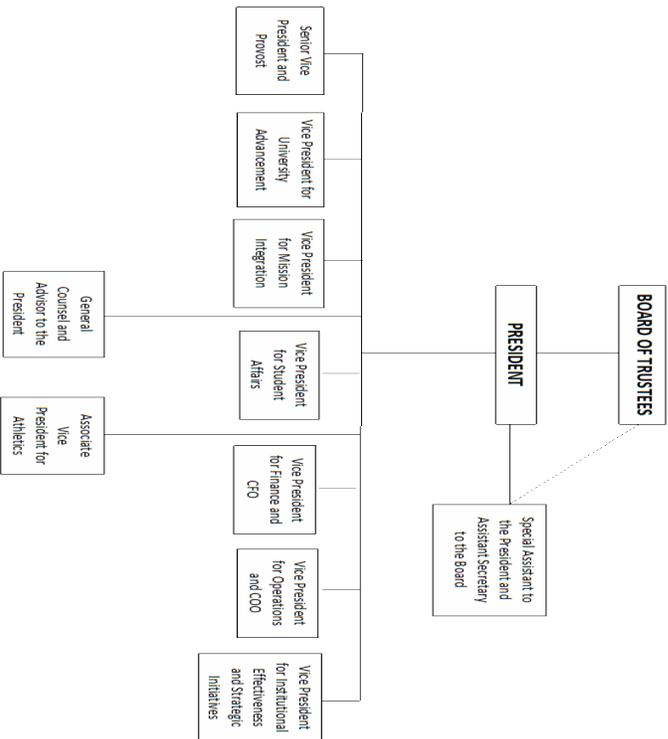
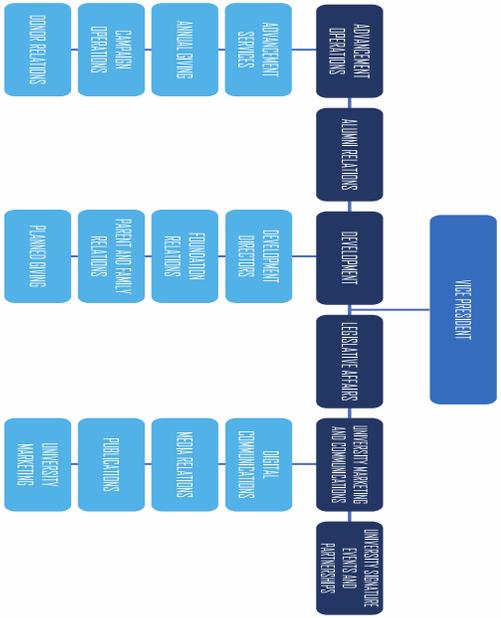
Vice President for University Advancement [Rick Virgin](#) is a member of the president's Administrative Team and the Strategic Leadership Team. Rick guides the president on institutional budget priorities, strategy, and planning across the university, heightens brand awareness and enrollment, and is a strong partner to the USD Board of Trustees.

Total philanthropic success for the University of San Diego for the past three fiscal years:

Fiscal Year	Total Fundraising
2022	\$76,769,560
2021	\$40,316,014
2020	\$36,802,626



UNIVERSITY ADVANCEMENT



LEADERSHIP BIO

James T. Harris III, D.Ed. President, University of San Diego

James T. Harris III, D.Ed., became the University of San Diego's fourth president on August 3, 2015. Dr. Harris has focused his attention at USD on five key areas: 1). Engaging the university community to gain insight and direction from listening sessions and collaborations with faculty, staff, administrators, students, trustees, alumni, local community members, and friends of USD from across the globe; 2). Building positive momentum for Envisioning 2024, a strategic planning process that capitalizes on the university's recent progress and aligns new strategic goals with current strengths to help shape a vision for the future as the university looks ahead to its 75th anniversary in the year 2024; 3). Building upon the strong philanthropic momentum achieved by USD in recent years; 4) Creating taskforces charged with assessing and further developing the university's diverse and inclusive community, expanding sustainability initiatives, and enhancing USD's role as an anchor institution of scholarship, teaching, learning, and service; 5) Supporting the university's efforts to enhance the liberal arts in the Catholic intellectual tradition, by emphasizing the importance of developing within students critical thinking, advancing skills in writing and oral communications, and fostering independent thought, innovation, integrity, and engaged citizenship.



Throughout his academic career, Dr. Harris has worked closely with cross-discipline teams to spearhead new civic and community engagements, connecting academic environments with intractable issues faced by society.

"USD is in a strong position to address significant societal issues, and the establishment of centers on campus such as the Mulvaney Center for Community, Awareness and Social Action and our designation as an Ashoka U Changemaker Campus provides us with a great framework for moving forward," he said. "I believe we have much work to do as a society and as a

university in helping people understand their roles as responsible citizens on and off campus, as well as expanding on our work as an anchor institution in San Diego."

Previously, Dr. Harris served for 13 years as the president of Widener University, a private, independent institution educating more than 6,300 students on four campuses in two states — Pennsylvania and Delaware. He initiated and oversaw the establishment of the Chester Higher Education Council, which is a consortium of a diverse group of colleges and universities dedicated to improving access to higher education for students from underserved populations. This consortium created the College Access Center of Delaware County, which serves more than 1,000 families annually. Under his leadership, Widener opened the Widener Partnership Charter School, the state's first university-based charter school. He also developed many other programs to engage the community, such as the Chester Small Business Development Center and the Widener Nursing Clinic. During his tenure, the university completed its largest campaign, achieved the highest undergraduate enrollment in its history, improved the retention and graduation rates of students, and achieved national recognition for its work in civic engagement.

Prior to his appointment at Widener, he was the president of Defiance College in Defiance, Ohio, where he established the McMaster School for the Advancement of Humanity and developed a service-learning program that was ranked among the top 25 in the country.

The span of his career includes volunteer leadership service in numerous local, state, and national roles. Examples of his leadership include his service as Chair of the Board of Trustees for the Council for Advancement and Support of Education (CASE), one of the largest educational associations in the world; Chair of the Association of Independent Colleges and Universities of Pennsylvania, Chair of the Pennsylvania Campus Compact, and as Vice Chair of National Campus Compact, a national coalition of 1,200 college and university presidents dedicated to promoting civic engagement among college students. He also served as Chair of the NCAA Division III Presidents Council and on the board of the Association of Catholic Colleges and Universities.



Currently, he serves as Chair of the WCC Presidents Council, a board member of the Monarch School, a California Campus Compact board member, and a member of the NCAA Division I Board of Directors.

In recognition of his considerable contributions to education and the communities he has served, President Harris is the recipient of many awards and honors, including leadership awards from the NAACP and the Urban League for his work on defending civil rights. Earlier in his career, he was named by the John Templeton Foundation as one of the Top 50 Character-Building Presidents in America, and in 2011, he received the Chief Executive Leadership Award from CASE. Defiance College recognized him in 2002 with its highest recognition, the Pilgrim Award; and Widener University bestowed upon him the lifetime title of President Emeritus in 2015. In 2014, he was recognized with the College and University Public Relations and Associated Professionals' Ciervo Award, presented to one who exemplifies the association's fundamental purposes of supporting and advancing the understanding of higher education.

President Harris believes in the transformative power of education. "Education can change individuals and society for the better, and it's one of the great forces in the world today," he said. President Harris was a first-generation college student whose life was transformed through three profound experiences during his college years. First, he found his Catholic faith, inspired in part by the charismatic spiritual leadership of Pope St. John Paul II. Secondly, he found his vocation and fell in love with the idea of teaching and of being an educator. And third, he found the love of his life, his wife, Mary. President Harris and his wife, Mary, have been married for 36 years and have two sons, Zachary, a graduate of Villanova University, and Braden, who graduated from the University of St. Andrews in Scotland.

With an authentic leadership style and engaging personality, President Harris creates meaningful connections with students and surrounds himself with student activities. For the past 23 years, he has annually traveled with students and small groups internationally. He is proud that USD has one of the nation's highest-ranking study abroad programs for undergraduate students.

"I think global exposure for students is one of the most important experiences they can have while they're in college," he said. "Nearly 77% of our students shared in an international experience. The challenge will be to



make sure that every student at USD has equal opportunity for those experiences."

Contributing to a transparent and fun campus environment, President Harris initiated "President for a Day," where he switches places with a student. He regularly hosts President Forums, where he and other members of his leadership team update the campus on the progress of various initiatives. From ice cream socials to fireside chats, President Harris spends quality time with members of the campus community. At dawn, he can be found walking the trails of Tecolote Canyon with students, faculty, and staff. He regularly hosts students and faculty at his home for dinner and will show up unexpectedly to student-sponsored events. He has a reputation at USD for being visible across the campus and always accessible to members of the campus community.

President Harris earned his undergraduate degree from the University of Toledo, a master's degree in educational administration from Edinboro University of Pennsylvania, and his doctorate in education from Pennsylvania State University. All three of his alma maters have recognized him for his leadership in education. In 2013, The Pennsylvania State University Board of Trustees named him a Distinguished Alumnus, the highest honor the university bestows upon a graduate.

He remains an active scholar and teacher. In 2013, he co-authored a book titled "Academic Leadership and Governance in Higher Education" published by Stylus, and was on their higher education best sellers list. Other recent writings include a chapter featured in the thought leadership series Presidential Perspectives titled "Convene, Cooperate and Collaborate: How Six Colleges and Universities Came Together to Address Issues of College Access for Urban Youth" and an essay on "There is Value in Every Person" for the book "This I Believe Philadelphia."



LEADERSHIP BIO

Richard P. Virgin **Vice President for University Advancement**

Richard P. Virgin (Rick) became the vice president for University Advancement at the University of San Diego on August 1, 2018.

With a vision to transform access and success in higher education for underrepresented students, Rick is an accomplished, entrepreneurial, and inclusive leader who achieves transformative change through record-breaking fundraising, strategy, individual and institutional performance, and organizational effectiveness. As vice president for University Advancement at USD, Rick directs all fundraising, marketing and communications, alumni affairs, and government relations. Overseeing more than 70 staff across six departments and responsible for a \$12M budget, he recently guided the team to USD's strongest year yet, raising more than \$75M.



A strong partner to the board, he leads the Advancement committee on the Board of Trustees. As a member of the President's Administrative Team and the Strategic Leadership Team, Rick guides the USD president on institutional budget priorities, strategy, and planning across the university and heightens brand awareness and enrollment. Rick has co-chaired USD searches for the dean for the Knauss School of Business as well as the vice president for Mission Integration

Adept at shared governance and known universally for his collegiality, Rick leads small, large, and cross-functional groups of faculty, administrative staff, and students on multiple initiatives, task forces, and projects, including faculty and student performance, enrollment and program growth, completion rates, and the student experience especially as it relates to diverse students.



A lifelong learner and champion of liberal arts education, Rick is currently completing his Ph.D. in Education and Social Justice. His academic research focuses on barriers to completion rates of Black and Latinx Community College students.

Vital to a healthy and thriving higher education experience is the gift of diversity. As a second-generation Mexican American, Rick is devoted to creating and driving opportunities for underrepresented groups in higher education, including recruiting and mentoring leaders of color, providing support for first-generation and low-income students, recognizing and celebrating the impact and accomplishments of underrepresented groups, and chairing the Immigration Taskforce to ensure that students and their families who face ongoing uncertainty can flourish at USD.

His previous leadership position was vice president of University Relations at Creighton University in Omaha, Nebraska, where he served as the chief fundraiser and philanthropic strategist. Rick led the successful Ignite the Greatness campaign that culminated in the first named college at Creighton, the Heider College of Business. He has a solid reputation for creating high-performing teams, establishing strong relationships with boards and senior leadership, and coaching and mentoring staff at all levels.

He has more than 20 years of development leadership experience spearheading successful fundraising campaigns and establishing a significant record of accomplishment in securing major and transformational gifts at Creighton University, George Mason University, and The George Washington University. As a member of Hispanics in Philanthropy and board of trustees member of Partnership 4 Kids, Mr. Virgin also brings with him a commitment to community service.

Rick, his wife Kathleen Rapp, their daughter Kennedy, and a dog named Scout, now reside in Del Mar, not far from the beach.



POSITION DESCRIPTION

Associate Vice President for University Marketing and Communications

Position Purpose

The associate vice president (AVP) for University Marketing and Communications (UM&C) is the university's senior communications official and chief spokesperson. The AVP develops and drives the institutional brand and marketing while advising the president and university leadership on all communications and issues related to the institution's reputation. This role will be intimately familiar with the strengths and diversity of the Catholic faith and culture as it relates to a high-performing Catholic university.

The AVP exercises top-level authority over USD's web content and production of select major publications; oversees the management of a nationally recognized and award-winning media relations team; operationalizes presidential and executive-level communications with the public; and implements crisis and issues communications plan.

During emergency operations, the AVP leads the Public Information Office.

This position coordinates on behalf of UM&C with the Offices of Development, Alumni Relations, and Parent and Family Relations on communications issues/projects and advises on communications policy, marketing, and messaging with the Office of the President and members of the President's Cabinet.

This position participates as a member of the leadership team of University Advancement, serves on the Critical Incident Response Team, and as an ad hoc member of the President's Strategic Leadership Team.



Essential Job Functions

Institutional Marketing and Communication Strategies

- Act as a leader, advocate, strategist, and counselor within the context of the mission, goals, and strategic directions of a comprehensive, contemporary Catholic university.
- Serve as a trusted advisor and confidant to the president as well as other senior leaders across the university. Build credibility with and serve as a strategic marketing and communications counselor to the university's senior management team.
- Able to keep a "finger on the pulse" of the relevant issues and trends that could affect the institution's reputation as a national Catholic university and keep the appropriate executives apprised of such issues. Provide strategic counsel on reputation management and other such issues to university management.
- Possess the ability to articulate the university's strategic directions and goals and to enhance the university's reputation and visibility locally, nationally, and internationally.
- With the senior director for Media Relations, cultivate and maintain relationships with national media and demonstrate experience working with traditional media (e.g., print and broadcast) and with emerging media to leverage new technologies to support a university-wide strategic communications plan.
- Work closely and collaboratively with key offices throughout campus, including the Offices of the President, Vice Presidents, Deans, Development, Alumni Relations, and Parent and Family Relations to develop coordinated communications that further the institutional mission.
- Serve as a member of the Advancement Leadership Team within University Advancement and on other university committees/task forces that set policy, offer recommendations, and/or make decisions regarding university communications.

Crisis and Issues Communications Plan

- Develop and implement crisis and issues communications strategies to complement the university's safety and emergency plans, including the Critical Incident and Emergency Response Management Plans, which incorporate both the Sensitive Issues Team (SIT) Guidelines and the Critical Incident Response Team (CIRT) Protocols.



- Efficiently and effectively implement the Crisis and Issues Communications Plan to:
 - Activate response protocols (e.g., phone trees, media response) per the CIRT Response Protocols or SIT Guidelines, as appropriate;
 - Determine and prioritize key audiences; develop and deploy messages accordingly.
- Monitor coverage and social media responses to determine:
 - If and how well messages are being received.
 - If there is a need to correct misinformation or rumors.
 - Communicate additional information as quickly as possible.
 - Assess the effectiveness of the response with after-action review.
 - In coordination with the Department of Public Safety, create advance scripting of crisis communications messages and regularly review pre-existing templates for various scenarios.

Departmental Management

- Work with the UM&C leadership team to ensure strategic outreach and communication of institutional priorities, signature events, and public service to key constituencies.
- Oversee the Publications department and the writing, design, and production of all print and electronic publications, including but not limited to USD Magazine, the President's Report, and the Fact Book.
- Oversight and strategic management of fiscal resources and financial compliance protocols.
- Responsible for the development of and adherence to budget allocations supporting a university-wide communications strategy.
- Demonstrate proven management skills and the ability to build and sustain a "best in class" communications team. Skilled at assessing staff and resources to ensure they are appropriately aligned to deliver the organization's objectives.
- Conduct annual performance evaluations and provide feedback on a regular basis, including, but not limited to, corrective action.
- Promote professional growth and provide development opportunities for administrative and staff employees.

Education

Minimum requirements:

- Bachelor's degree.
- Minimum of seven years executive-level experience in marketing and communications, community relations, public relations, institutional advancement, or related fields.
- Demonstrate ability to thrive in a complex, highly collaborative, and ambiguous environment requiring strategic and tactical decision-making.
- Highly developed skills in staff leadership identification, recruitment, management, and analysis.
- Strong organizational, written, oral communication and implementation skills. Acute attention to detail. Demonstrate initiative and ability to manage multiple projects and to anticipate, as well as handle, project needs, and potential problems. Manage projects and deadlines under various timeline restrictions.
- Ability to build consensus among varying groups within an organization. Adept at tough decisions; routinely gain input from others and move decisions forward in the university; accountable for actions.
- Clear understanding of the significance of the university's Catholic identity and heritage; ability to incorporate the university's commitment to, and principles of, Catholic Social Thought in preparing, reviewing, and assessing the impact of institutional communications.

Performance Expectations

- Strong sense of integrity and ethical conduct.
- Cultural competency and sensitivity a must; ability to understand different cultural contexts, viewpoints, and faith traditions; demonstrate respect for others, adapt to different cultural settings; and accept cultural differences.
- Ability to articulate the significance of USD's Catholic identity, mission, core values, and strategic directions in maintaining and advancing the university's profile, reputation, and position.
- Lead a collaborative approach to strategic planning, proactive problem-solving, and institutional positioning.
- Discern, evaluate, and recommend communications strategies, utilizing preferred platforms on campus-wide or university community impact issues.



- Significant experience in leading high-profile communications issues, providing sound judgment and counseling to senior management in highly pressured circumstances.
- Demonstrate excellent communication skills and presence at all levels within the university, especially with senior executives; equally adept communicating externally to media and institutional constituents and stakeholders.
- Provide candid communications needs assessment issues and make deliberate, proactive recommendations.
- Demonstrate ability to get to the core of issues rapidly without excessive study or delay; work quickly, efficiently, and creatively to lead on communications needs and opportunities.
- Evidence as a world-class communications professional and an effective motivator and leader.
- Present a confident, professional image and is able to represent USD as the lead communications representative of the university, as appropriate, both internally and externally.
- Demonstrate ability to earn credibility among and influence executives; has an appealing personal style that encourages people to exceed expectations.
- Exhibit developed interpersonal skills and integrity; inspire trust and promote decisive teamwork.

SAN DIEGO, CALIFORNIA



Widely known as "America's Finest City," San Diego boasts gorgeous weather, miles of stunning beaches, and some of the nation's top attractions. With more than 1.5 million residents, San Diego is California's second-largest city and the eighth-largest city in the U.S. San Diego County encompasses 18 incorporated cities and numerous other charming neighborhoods such as Carlsbad, Coronado, Del Mar, Point Loma, Old Town, La Jolla, and North Park.

The city's average daytime temperature is 70.5 degrees, and the sun shines nearly 300 days per year. This makes San Diego one of the few places in the world where residents can catch a wave in the morning, drive a few hours to ski or play in the snow, then head for the desert in the evening.

The city's top-rated attractions include the San Diego Zoo, SeaWorld, Balboa Park, and a thriving craft beer industry to accompany the city's appreciation for excellent food. Highlights are the Liberty Public Market in Liberty Station—close to downtown and the bay—the Gaslamp District and Little Italy, and a daily fresh farm market.

San Diego also possesses many sports teams, ranging from college athletics to professional. The San Diego Padres represent Major League Baseball in the city. The San Diego State University Aztecs join the USD Toreros as NCAA Division I teams, while the University of California, San Diego Tritons are NCAA Division II.

San Diego is considered the birthplace of California, becoming part of the U.S. in 1848 with the Treaty of Guadalupe Hidalgo. Today, San Diego's economy primarily evolves around military, tourism, research, manufacturing, and biotechnology. The 35 million visitors each year contribute nearly \$11 billion to the city's economy.

Heavily involved in military and defense since World War II, San Diego currently hosts the largest naval fleet in the world. The city is also home to several major producers of wireless cellular technology, such as Qualcomm and LG Electronics. Thanks to the region's higher education research institutions, biotechnology and the life sciences have a strong presence—there are more than 400 biotechnology companies in the region alone.

Proximity to the Mexican border gives the city an international perspective reflected in the region's architecture, culture, and celebrations. USD's campus is 22 miles from that border, giving the university community a deep understanding of the global landscape and an international perspective.



APPLICATION PROCEDURE

To be considered for this opportunity, please submit your letter of interest and qualifications for the position as outlined in this announcement in confidence to:

BRYANT GROUP
info@bryantgrp.com



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