



**LETOURNEAU
UNIVERSITY**

Inviting Applications and Nominations for

Vice President for University Marketing and Communications

www.letu.edu

VICE PRESIDENT FOR UNIVERSITY MARKETING AND COMMUNICATIONS



LETOURNEAU UNIVERSITY



LeTourneau University, an interdenominational, evangelical Christ-centered institution of higher learning in eastern Texas, seeks a highly creative, collaborative, analytical administrator to serve as **Vice President for University Marketing and Communications**.

The Opportunity

Reporting directly to the President, the Vice President for University Marketing and Communications is a key member of the university's senior leadership team and is the institution's chief marketing officer. The Vice President manages the existing University Marketing & Communications department, contributes to enrollment growth through participation in the development of new academic programs, leads the development and implementation of innovative strategies to enhance the University's overall reputation, and crafts all of the University's internal and external strategic communications.

Responsibilities

Among the many and varied duties of the Vice President are:

- Develops and implements an integrated marketing plan that communicates a clear and

consistent university identity to all internal and external constituencies with the objective of advancing the university toward its strategic vision and mission and communicating the story of LeTourneau University to the world

- Leads the direction, design, and production of all publications, web properties, social media initiatives,

advertising, and media relations to authentically reflect the key brand attributes of the university's identity

- Chairs a university marketing committee where the communications of residential and non-residential admissions, university development, the chapel and performance center, internal communications, and intercollegiate athletics are blended into one clear and consistent integrated marketing plan
- Effectively manages all university marketing and communication expenditures including the development of performance metrics for each marketing initiative with emphasis on lead responses, brand awareness and perception, and student satisfaction
- Collaborates with the Office of the Provost, Provost's Council, and the six academic schools in the market feasibility studies for new programs, the university's idea-to-launch process of new programs, the design and implementation of short-, medium-, and long-term "go to market" strategies and annual

Mission Statement

LeTourneau University is a comprehensive institution of Christian higher education where educators engage learners to nurture Christian virtue, to develop competency and ingenuity in their professional fields, to integrate faith and work, and to serve the local and global community.

Vision Statement

Claiming every workplace in every nation as their mission field, LeTourneau University graduates are professionals of ingenuity and Christ-like character who see life's work as a holy calling with eternal impact.

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marketing plans and budgets that result in sustainable success for each new program launched

- Partners closely with the Enrollment Services leadership team to design and implement marketing strategies that result in increased enrollment in residential and non-residential programs
- Provides strategic direction and project management to the University Marketing and Communications staff, setting clear direction, and aligning work with university priorities
- Selects, manages, and evaluates various vendors contracted to provide marketing, communications, and research services, ensuring consistency in messaging and outcome achievement
- Maintains a strong connection to professional organizations within Christian higher education and consumer marketing to develop expertise on emerging trends and best practices
- Demonstrates a maturing personal faith in Jesus Christ, models an integration of faith and work, and engages the broader evangelical Christian community to embrace the holy calling and eternal impact possible in every workplace in every nation

Qualifications

The Vice President for University Marketing and Communications must possess an enthusiastic and contagious Christian faith and be committed to service at a dynamic, interdenominational, evangelical Christian university where the

integration of faith and academic excellence is paramount.

The Vice President will have at least 7 to 8 years of experience in marketing and communications, preferably in higher education marketing. Candidates must possess the collaboration, data-driven decision making, and strategic leadership skills characteristic of a member of the university's senior leadership team.

Other requirements include:

- Demonstrated capacity to envision, design, and implement a successful and comprehensive marketing and communications strategy within an organization with multiple



ONE LeTourneau Commitment

This leader must embrace a commitment and passion for a One University Organization Model. This model includes:

- Full support of clear academic oversight of curriculum, instruction, and student outcomes
- Distinct academic units consisting of deans, program directors, advisors, and faculty reporting to the Provost
- A determination to grow academic quality while also growing student enrollment and a University-wide marketing and branding plan
- Viewing all students as LeTourneau University students with a commitment to same outcomes in learning and experience (where possible) regardless of educational delivery system
- A passion to build the University through development of an entrepreneurial culture among all academic and administrative leaders
- A passion for articulating and exemplifying Christian faith and virtue as an integral core in the professional disciplines

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constituencies and complexity characteristic of the university

- Demonstrated success conducting direct marketing and branding campaigns
- Strong knowledge of web-based advertising methods and emerging social media strategies with experience in developing successful lead acquisition, media buying, and search strategies
- A skill set that includes strong project management, visual and verbal creativity, and analytical thinking

About the University

LeTourneau University is an interdenominational, Christ-centered university located in Longview, Texas. Inspired by faith and a spirit of ingenuity, the University integrates learning, living, and Christian leadership in a community of integrity, academic quality and technological innovation.

Nearly 2,730 students attend LeTourneau. Approximately 1,350 of these students are enrolled in programs at LETU's residential campus, while more than 1,380



students compose the university's global campus, attending classes online and at educational centers in Dallas and Houston.

Committed to being a global university, LeTourneau embraces diversity. Students, faculty and staff reflect a variety of ethnicities, races, and geographical backgrounds. LETU students typically represent all 50 states, nearly 30 countries, and more than 50 denominational groups.

The SAT average of entering residential freshmen is often 140-160 points above the national average and indicate a strong academic quality, although provision is made for students with lower scores who possess evidence of potential achievement.

The university has been consistently recognized by *U.S. News and World Report* as one of "America's Best Colleges." It also has been named to the President's Higher Education Community Service Honor Roll for exemplary service efforts.

LeTourneau offers more than 90 graduate and undergraduate academic programs. Undergraduate programs include aviation, business, communication, computer science, criminal justice, education, engineering, health care management, health science-nursing, human services, kinesiology, the liberal arts, psychology, the sciences, and theology. Graduate degree offerings include business administration, health care administration, counseling, education, engineering, marriage & family therapy, psychology, and strategic leadership.

LeTourneau is known for graduating students who exhibit a strong work ethic, character, and immediate effectiveness in the marketplace, across the nation and around the world. The university's three-year average graduate placement rate is 90 percent overall.

At LeTourneau, athletics is a vital and integral part of the educational



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process. LeTourneau is a member of the American Southwest Conference, NCAA Division III, and offers six Men's and seven Women's varsity athletics programs.

LeTourneau is accredited by the Southern Association of Colleges and Schools Commission on Colleges (1866 Southern Lane, Decatur, Georgia 30033-4097, telephone 404-679-450, at <http://www.sacscoc.org>) to award associate, baccalaureate and master's degrees. The business program is accredited by IACBE. LeTourneau's engineering and engineering technology programs are accredited by the Engineering Accreditation Commission and the Technology Accreditation Commission of the Accreditation Board of Engineering and Technology, 111 Market Place, Suite 1050, Baltimore, MD 21202-4012 - telephone: 410-347-7700. The Carnegie Foundation classifies the university as a Master's (Comprehensive) University II.



About Longview, Texas

Longview, Texas, is a progressive hub city with an MSA of 200,000, nestled

among the pine-forested hills and lakes of East Texas. Longview is 120 miles east of Dallas, Texas, and 60 miles west of Shreveport, Louisiana.

Longview is the business and cultural center for the area. Mild winters and colorful springs and autumns provide a perfect setting for the high quality of life found in Longview.

In 2008, Longview was named one of the "100 Best Communities for Young People" by America's Promise Alliance, which reviewed five features of the community: caring adults, safe places, a healthy start, effective education, and opportunities to help others.

In accordance with applicable provisions of federal law, applicants for employment who are in agreement with the educational mission of LeTourneau University and applicants for admission to educational programs or activities are considered without discrimination on the basis of race, age, sex, handicapping condition, or national origin.

Application Process

Candidate applications and nominations for the position of Vice President for University Marketing and Communications at LeTourneau University are now being accepted. To apply, submit a cover letter addressing how the candidate's experiences match the position requirements, résumé, and contact information on at least four references to:

LETU-VP-Mkg@myersmcrae.com

Review of applications begins immediately.

Application deadline: **November 21, 2014**

Myers McRae Executive Search and Consulting is conducting this search for LeTourneau University. The lead consultant is:

Emily Parker Myers
President and CEO



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