



RANDOLPH COLLEGE

LYNCHBURG, VIRGINIA

Assistant Vice President of College Relations and Marketing

Randolph College seeks a creative, energetic and experienced communicator to serve as Assistant Vice President of College Relations and Marketing. Founded in 1891 as Randolph-Macon Woman's College, the institution changed its name to Randolph College and became coeducational in 2007. This senior administrator will have a significant role in shaping, refining and marketing the public image of this new chapter in the college's distinguished history.

Position Description:

This leader reports directly to the President and is an integral part of the senior management team of the highly selective, private liberal arts and sciences college. The Assistant Vice President is responsible for planning and implementing short- and long-term marketing and communication strategies that convey the mission of Randolph College to its constituencies and the public at large.

Managing a five-member professional staff, the Assistant Vice President of College Relations and Marketing plans and implements a comprehensive communication program focused on regional,

national and international visibility. Areas of responsibilities include media relations, college website, publications and marketing materials, and special events. The administrator also holds leadership roles within the college, such as chairing communication-related committees, and works closely with the President and the offices of Admissions, Development and Alumnae.

Requirements:

The successful candidate will have

- A bachelor's degree – a master's degree is preferred



- A minimum of five years of marketing, public relations, and/or media relations experience
- A high level of energy, creativity, and enthusiasm
- Exceptional communication skills, oral and written
- Proven managerial experience, including budgetary responsibilities
- Strong interpersonal, analytical and organizational skills



Experience must demonstrate initiative and ability to work collaboratively and effectively across organizational lines. Must be a strategic thinker, planner, and visionary. The ability to handling multiple priorities under deadline pressure is needed. Background in admissions and/or marketing is preferred.

Randolph College:

Located in historic Lynchburg, Virginia, the 100-acre campus is bordered by the majestic Blue Ridge Mountains. Known for its classical architectural beauty, 18 of Randolph's buildings are recognized by the National Register of Historic Places.



With an 8:1 student/faculty ratio, the college offers a vibrant, rigorous liberal arts education with an international focus that prepares students to be informed citizens of the world. Ninety percent of the 80 faculty members hold the highest possible degree in their field. Considered mentors as well as educators, faculty members are committed to the success of their students.



With a goal to expand enrollment to approximately 1,100 students over the next five years, the college has 715 students from 44 states and 40 countries. Randolph has 25-plus majors and 50 minors and offers five degrees: Bachelor of Science, Bachelor of Arts, Bachelor of Fine Arts, Master of Arts in



RANDOLPH COLLEGE

Aspire. Explore. Achieve.

Teaching, and Master of Education.

Members of the Old Dominion Athletic Conference, the Randolph WildCats compete in NCAA Division III. The college fields men's and women's teams in lacrosse, basketball, cross-country, soccer, riding and tennis. The women also contend in volleyball and softball. Randolph scholar-athletes have won national, state, and conference awards.



About Lynchburg:

With some 80,000 residents, historic Lynchburg offers the charm of a small town with all the advantages of a big city. The city offers a variety of good restaurants, trendy coffeehouses, malls, movie theatres, and art museums. Richmond, Charlottesville and Washington, D.C., are comfortable day-trip destinations.

Randolph College is an equal opportunity employer.

www.randolphcollege.edu

Referrals and Applications:

Referrals, expressions of interest and applications, including a cover letter and resume, should be submitted to **Randolph@myersmcrac.com**. Confidential inquiries are invited.

For additional information, contact the Myers McRae Consultant Team Leaders:

Kenny Daugherty

(478) 330-6224

kennydaugherty@myersmcrac.com

Emily P. Myers

(478) 330-6223

emilymyers@myersmcrac.com



CORPORATE OFFICE

515 Mulberry Street, Suite 200

Macon, Georgia 31201

Phone: 478.330.6222

Web: www.myersmcrac.com

