

HEYMAN ASSOCIATES

**DUKE UNIVERSITY
DURHAM, NORTH CAROLINA**

POSITION: Vice President of Communications, Marketing, and Public Affairs

INTRODUCTION:

Since its founding as a university in 1924, **Duke University** has been dedicated to a liberal and broad-based education at the undergraduate, graduate, and professional levels and the ethical pursuit of knowledge that advances humankind. Today, Duke is universally regarded as one of the leading research universities and academic medical centers in the world. Duke offers a distinctive educational identity that integrates undergraduate teaching with a collaborative research culture; it fosters a diverse, inclusive, and exceptionally talented campus community, boasting a vibrant arts culture and a renowned and highly competitive athletics program; it is also home to a health system that serves as a vital hub for the region and is a leading center of innovation in research and health-care delivery.

Duke's **shared values** — respect, trust, inclusion, discovery, and excellence—are the foundation of the university's culture, and as Duke approaches its centennial in 2024, they also guide and inform a **bold strategic vision** for Duke's next century: to empower the boldest thinkers, transform teaching and learning, renew the campus community, partner with purpose, and engage a global network.

REPORTS TO: Vincent E. Price, President

SUMMARY:

The Vice President of Communications, Marketing, and Public Affairs will spearhead the development and implementation of strategic, innovative, creative, and measurable communications and data-driven marketing programs that are aligned with the strategic priorities established by Duke's leadership team. As a member of the President's Cabinet, the Vice President serves as the university's chief communications strategist, advancing communications, marketing, and public affairs programs to promote Duke's brand, identity, and reputation as one of the top academic institutions in the country.

This person will directly lead and manage a central communications, marketing, and public affairs office (a team of 30+ communications, media relations, marketing, and public affairs professionals) that is responsible for overseeing the integrity, implementation, and management of Duke's brand and the creation of inspiring, strategic content and campaigns that will promote greater awareness of the university's brand—locally, nationally, and internationally—to a wide range of audiences.

The Vice President provides leadership to, and accountability for, Duke's decentralized network of communications and marketing officers and serves as a collaborative partner to internal and external stakeholders in advancing the University's priorities through strategic and impactful communications and marketing programs.

The Vice President directs the development and implementation of comprehensive and coordinated communications, marketing, digital, and brand strategies; provides expert advice and counsel to other senior university leaders and campus stakeholders; and oversees crisis and emergency communications and issues management. The Vice President also oversees the University's media relations, social media, global and research communications, as well as **Duke Today**, **The Duke Daily**, and **The Duke Weekly**.

RESPONSIBILITIES:

- Develop and implement a data-driven, comprehensive, compelling, and creative communications and marketing/brand strategy that inspires internal and external constituents while broadly increasing the visibility of Duke's mission, reputation, and impact.
- Showcase the creativity, passion, and accomplishments of the Duke community through storytelling.
- Provide strategic vision and institutional thought leadership for university communications and marketing, ensuring alignment with the University's mission, values, and strategic priorities.
- Serve as the President's chief advisor for communications, marketing, and emergent issues, and serve alongside members of the President's staff on the President's core communications team that is responsible for the preparation of presidential speeches, reports, talking points, white papers, engagement planning, and other documents and presentations.
- Collaborate and coordinate with University leadership in government relations and community affairs, senior academic and administrative leaders, and other stakeholders to define and communicate, both internally and externally, Duke's positions on key issues.
- Collaborate with University schools and units to promote strategic initiatives and ensure integrated and aligned messaging across the University.
- Oversee the integrity, implementation, and management of Duke's brand and ensure that brand standards are maintained and consistently applied across all schools and units.
- Develop communications and marketing benchmarks and use data analytics to monitor and evaluate the effectiveness of communications and marketing strategies.
- Serve as the University's official liaison/spokesperson with the media, and identify and promote authentic, transparent, and compelling messages and stories through earned media for a broad range of targeted and diverse audiences.
- Develop and maintain relationships with key external stakeholders, including media, alumni, business and community leaders, and elected officials.
- Oversee proactive issues and reputation management functions at the University, including anticipating

and preparing for issues and events with the potential for reputational impact. Oversee and lead the University's crisis communications and advise senior leadership on crisis response.

- In collaboration with leaders across the University, lead the development and rollout of all internal communications.
- Oversee the day-to-day operations of the Office of the Vice President, including workflow efficiency, budgeting, and planning. Develop and mentor staff through supervision and evaluation, setting of objectives and priorities, and professional development. Cultivate an inclusive environment through creative and equitable hiring strategies to increase the diversity of the office and providing educational support and resources.

REQUIREMENTS:

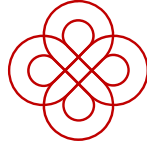
- A bachelor's degree (advanced degree highly preferred) and record of exceptional leadership success, with a minimum of 15 years developing, executing, and implementing a successful, comprehensive communications and marketing program across a complex, decentralized enterprise. Experience in higher education or journalism is valued but not required.
- Track record hiring, managing, motivating, retaining, and providing vision for high-performing and diverse teams, fostering an environment of inclusion, belonging, teamwork, and collaboration to drive the development of creative marketing and communications programs.
- Extensive knowledge of industry best practices and a deep understanding of all aspects of marketing, communications, branding, positioning, and messaging; ability to develop communications strategies across a wide range of platforms and audiences and evaluate their effectiveness.
- Enthusiastic and natural collaborator with the ability to work with diverse teams to develop plans and drive results.
- An excellent communicator, problem-solver, storyteller, and relationship builder. A trusted advisor.
- Experience working with the media, including serving as an organizational lead contact/liason and in successfully positioning subject matter with the media to achieve high impact.
- Significant experience and effectiveness in leading crisis communications.
- A desire to deeply engage in the University and the local community. The ideal candidate will reflect and embrace Duke's mission and values and respect the University's position in the surrounding community.

For more information, please contact Heyman Associates:

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CULTURE AND INSTITUTIONAL COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Duke aspires to create a community built on collaboration, innovation, creativity, and belonging. Our collective success depends on the robust exchange of ideas — an exchange that is best when the rich diversity of our perspectives, backgrounds, and experiences flourishes. To achieve this exchange, it is essential that all members of the community feel secure and welcome, that the contributions of all individuals are respected, and that all voices are heard. All members of our community have a responsibility to uphold these values. More information about diversity, equity, and inclusion at Duke University can be found at: <https://oie.duke.edu/>.

EQUAL OPPORTUNITY EMPLOYER & TITLE IX

Duke University prohibits discrimination and harassment and provides equal employment opportunity without regard to an individual's age, color, disability, gender, gender expression, gender identity, genetic information, national origin, race, religion, sex, sexual orientation, or veteran status. Duke is committed to recruiting, hiring, and promoting qualified women, minorities, individuals with disabilities, and veterans.

Pursuant to Title IX of the Education Amendment of 1972, Duke prohibits discrimination on the basis of sex in any of its educational programs or activities. For more information, please visit <https://hr.duke.edu/policies/diversity/>