

Position Announcement

Loyola University Chicago Assistant Vice President for Enrollment Marketing

Loyola University Chicago (LUC), a private university founded in 1870 as St. Ignatius College, is one of the nation's largest Jesuit, Catholic universities and the only one located in Chicago. LUC comprises four campuses (Lake Shore, Water Tower, Health Sciences, and the John Felice Rome Center in Italy) and is home to 13 schools, colleges, and institutes.

Loyolans are stewards of their Catholic tradition and unique Ignatian heritage. The mission at Loyola University Chicago—"We are Chicago's Jesuit university: a diverse community seeking God in all things and working to expand knowledge in the service of humanity through learning, justice, and faith,"—defines their roots, their ways of proceeding, and the outcomes they strive to achieve. Loyola University Chicago is the school of choice for those who wish to seek new knowledge in the service of humanity in a world-renowned urban center as members of a diverse learning community that values freedom of inquiry, the pursuit of truth, and care for others. Enrolling 16,893 students in 2020, including 11,612 undergraduate students, LUC attracts students from all 50 states and 40 countries.

Reporting to the vice president for enrollment management and student success, the assistant vice president for enrollment marketing (AVP) will provide strategic and innovative leadership for the marketing and communications efforts of the division. The AVP will be expected to implement sophisticated, data-informed communication and marketing strategies that support the recruitment and admission of students across all levels of the university and through each stage of the recruitment process in support of the university's enrollment goals. This includes oversight of effective advertising strategies to generate inquiries, development of all collateral materials used for new student recruitment, and support for the communication needs in the offices of Admission and Graduate & Professional Enrollment Management. In addition, the AVP supports the internal current student communication needs in support of the university's retention efforts.

The AVP will lead and support a 14-member marketing and communications team and will collaborate closely with campus partners, including academic units and departments, to create an annual comprehensive integrated marketing and communications plan and to execute a comprehensive array of strategies that support the university's enrollment goals. Specifically, the AVP will work closely with the offices of Admission, Financial Aid, and Graduate & Professional Enrollment Management on the development and implementation of communication and digital strategies, print and digital content, and social media strategies in support of achieving the university's annual enrollment goals. Further, this leader will collaborate with University Marketing and Communication to ensure that all collateral is within the university's brand standards, and with Enrollment Systems, Research and Reporting colleagues in the creation and use of analytics to determine the effectiveness of the division's marketing and communication efforts.

A bachelor's degree with a minimum of seven years of progressive experience in marketing, communications, and/or advertising is required; an advanced degree and experience in higher education are preferred. The ideal candidate will possess the skill, drive, and vision to lead a newly reorganized enrollment marketing team; a deep understanding and ability to execute compelling and effective advertising, communication and digital marketing strategies; excellent oral, written, interpersonal, and

problem-solving skills, as well as energy and a sense of diplomacy; and a refined understanding and command of technology tools and resources in higher education enrollment. Experience with PeopleSoft and Slate will be beneficial.

The search committee particularly encourages applications from candidates who are strategic leaders, adept at identification and implementation of best practices, and dedicated to developing and supporting a cohesive and resourceful team within the context of Loyola's Jesuit, Catholic mission.

Loyola University Chicago has retained the services of Spelman Johnson, a leading national executive search firm, to assist with leading this search. Review of applications will begin **Monday, November 22, 2021**, and continue until the position is filled. A resume with an accompanying cover letter may be submitted via the Spelman Johnson website at www.spelmanjohnson.com/open-positions. Nominations for this position may be emailed to Michel R. Frendian at mrf@spelmanjohnson.com. Applicants needing reasonable accommodation to participate in the application process should contact Spelman Johnson at 413-529-2895.

COVID Vaccination Requirement

Employment, or continuation therefore at Loyola University Chicago, is contingent upon being fully COVID vaccinated (unless a medical/religious exemption is received); proof of a COVID-19 vaccination is required prior to employment date.

Visit the Loyola University Chicago website at: <https://www.luc.edu>

Loyola University Chicago is an Equal Opportunity/Affirmative Action employer with a strong commitment to hiring for our mission and diversifying our faculty and staff. All qualified applicants will receive consideration for employment without regard to race, color, religion (except where religion is a bona fide occupational qualification for the job), national origin, sex, age, disability, marital status, sexual orientation, gender identity, protected veteran status, or any other factor protected by law.