

BATES COLLEGE LEWISTON, ME

POSITION: Chief Communications Officer

THE OPPORTUNITY:

Serving as a member of the college's executive staff and reporting to the President, the Chief Communications Officer provides leadership to all institutional communications and marketing efforts. The Chief Communications Officer develops and articulates the vision for this key administrative area of the college. This individual develops and implements a communications and marketing strategy and oversees its implementation and benchmarking to create a consistent message and visual identity to strengthen Bates' position with all of its key constituents. The Chief Communications Officer also provides the visionary leadership for Bates' comprehensive and integrated strategic communications plan for a new comprehensive fundraising campaign, campus master plan, college strategic plan, and admissions recruitment model.

REPORTS TO: President - Clayton Spencer

Clayton Spencer became the eighth President of Bates College in July, 2012. A Phi Beta Kappa graduate of Williams College, she also received a bachelor's degree in theology from Oxford, a master's in religion from Harvard and a law degree from Yale, Spencer came to Bates following 15 years at Harvard University where she most recently served as Vice President for Policy. Earlier in her career Spencer served as an Assistant U.S. Attorney in Boston until becoming Chief Education Counsel to the U.S. Senate Committee on Labor and Human Resources under U.S. Senator Edward Kennedy's chairmanship.

RESPONSIBILITIES:

- Lead a collaborative effort to establish strategic direction, priorities, and goals for the communications and media relations office, making data-informed proposals and decisions and linking budgets and expenditures to measurable outcomes while seeking both standard and creative ways to achieve goals.
- Plan and manage the over-arching marketing and public relations activities of the college, collaborating with and advising/consulting leaders and officers of other divisions to foster coordinated campus-wide communications, integrated marketing and message consistency, and best-in-class quality in printing and web messaging.
- Oversee the articulation of the college's positions on complex and sensitive issues, ensuring that the institution's mission and accomplishments are advanced at the international, national, state, regional, and local levels.

- **Work with the president, senior campus leadership, trustees, faculty groups, and functional units of the college to ensure appropriate internal communication of strategic goals and activities. This includes ensuring that internal colleagues are well informed about the college’s mission, goals, key achievements, and activities so they can be effective advocates and represent Bates in interactions with students, colleagues, and external contacts.**
- **Develop effective working relationships with key local, state, and national media outlets and serve as a credible and trusted college spokesperson to news media. Monitor statewide and national educational trends, especially those with implications for Bates College.**
- **Serve as a key member of crisis response teams involving high-profile and/or mission-critical issues and events.**
- **On highly sensitive issues, represent the administration on issues of interest to the local, regional, state, and national media and the general public. Provide media interviews that demand sensitive judgment and high credibility and frequently relate to issues with legal dimension.**
- **Serve as communications counselor to the president and provide advice.**
- **Partner closely with the vice president for college advancement in developing and disseminating key messages to the college’s alumni and other external constituencies, including the creation of strong campaign collateral.**
- **Partner closely with the admission and financial aid team to strategically develop and execute a multi-faceted integrated marketing plan for all constituents (prospective students, prospective parents, and college counselors) positioning the college well in our competitive national and international marketplace.**

REQUIREMENTS:

- **A Bachelor’s degree and at least 10 years of demonstrated senior leadership experience overseeing a communications/public relations/public affairs program in a large, complex organization.**
- **Expertise in all forms of media, including public relations, publications, website design and content, video production and social media, institutional branding and identity, news media relations and crisis communications.**
- **Experience supporting a senior executive or president of an organization, providing honest and direct counsel and a sophisticated and well-informed perspective on how to guide other decision-makers through effective persuasion and articulation.**

- **Administrative experience to lead the Communications Division, including the ability to define short- and long-term strategies, develop work plans, delegate effectively and maintain accountability for oneself and others. Disciplined approach to staffing.**
- **Experience developing and mentoring a large team.**
- **Ability to collaborate with colleagues across the institution; outstanding people and relationship-building skills, a highly visible and accessible management style and a genuine willingness to listen.**
- **Demonstrated commitment to diversity and inclusiveness.**
- **Ability to set the communications vision and bring creativity that explores new ways to accomplish traditional objectives, including promotional instincts and a keen sense of how to manage external messages.**
- **Executive presence, including the confidence and composure to be the public face of the college.**
- **Key competencies include integrity, strategic agility, an entrepreneurial spirit, political acuity, positive attitude, compassion, energy, excellent judgment and exceptional skills in diplomacy and collaboration.**

ABOUT BATES:

Since its founding in 1855 by Maine abolitionists, Bates College has welcomed men and women from diverse racial, ethnic, religious and economic backgrounds.

A private, highly selective, residential college devoted to undergraduate study in the liberal arts, Bates has always stood firmly for the ideals of academic rigor, intellectual curiosity, egalitarianism, social justice and freedom. Bates is recognized for its inclusive social character and progressive tradition, and is rightly celebrated as one of the first U.S. institutions of higher learning to admit women and people of color.

Dedicated to the emancipating potential of the liberal arts, Bates educates the whole person through creative and rigorous scholarship in a collaborative residential community. With ardor and devotion — Amore ac Studio — we engage the transformative power of our differences, cultivating intellectual discovery and informed civic action. Preparing leaders sustained by a love of learning and a commitment to responsible stewardship of the wider world, Bates is a college for coming times.

Located in Lewiston, Maine, 40 minutes north of Portland; one hour from the ocean or mountains. Lewiston and Auburn, twin cities on the revitalized Androscoggin River, are home to a number of parks and walking trails, along with natural gems such as Lake Auburn and the 357-acre Thorncrag Bird Sanctuary.

The Bates College website is www.Bates.edu.

For more information, please contact Heyman Associates:

Kara Ruskin

Senior Associate

212-784-2706

kruskin@heymanassociates.com