



UNIVERSITY ADVANCEMENT OPPORTUNITY

Associate Vice President
Strategic Marketing and Communications



Associate Vice President, Strategic Marketing and Communications

The Associate Vice President, Strategic Marketing and Communications (AVP) will lead efforts to elevate the university's profile and steward its reputation with prospective students and their families; global, national, and regional news media; and other influencers.

The Associate Vice President will report to the Vice President, University Advancement and be a key member of the Vice President's leadership team. The AVP will lead a dynamic team of 20 staff collectively comprising a centralized, integrated strategic communications and marketing unit. The AVP will serve on the campus's Extended Cabinet, as well as on its emergency operations management, and serve on other university task forces, advisory committees, and boards as appropriate.

The Associate Vice President will coordinate and manage internal campus-wide communications, and in collaboration with the President, Vice President for University Advancement, and other administrative and academic leaders will guide the development and implementation of strategies and activities that enhance the university's visibility, promote and protect its brand and reputation among external and internal constituents, and ensure strategic alignment among all external and internal communications deployed across multiple platforms and channels. Partnering with stakeholders and leaders across campus, the AVP is the guiding architect of the university's efforts to raise awareness of the university, promote its reputation, and inspire alumni and donors.

The Associate Vice President is relied upon to collaborate with and advise academic deans, colleagues in Student Affairs and Enrollment Management, and other academic and administrative units on marketing and communication initiatives that position SFSU as a desirable destination for students, faculty, and staff. This includes conceiving, planning, initiating, and ensuring the effective implementation of campaigns and activities that increase awareness and visibility of the university's academic, research, and service initiatives and showcase its outstanding faculty, staff, students, and alumni.

Essential Responsibilities:

- Guide and mentor the efforts of a team of integrated communications and marketing professionals.
- Market and communicate initiatives supporting student enrollment and retention; philanthropy, alumni, and constituent engagement; community and government relations; major university events; and internal communications.

- Lead and support brand awareness and enrollment marketing and communications campaigns for student recruitment and retention that support the university's enrollment goals, in close collaboration with the Sr. Associate Vice President for Enrollment Management and team.
- Lead and support all areas of brand management, brand voice, positioning, and brand pillars to guide marketing communication strategies.
- Promote the university's mission and distinctions to multiple constituencies while ensuring consistent adherence to university brand guidelines and identity standards.
- Understand, identify, and develop an appropriate mix of communication platforms, including digital platforms and mobile applications.
- Identify and implement strategies and programs that inform internal audiences and enhance their engagement in and support of strategic university priorities.
- In collaboration with the Director of Communications in the President's Office, offer strategic reputation counsel to university leaders and others, and help address crises and/or reputational challenges.
- Serve as the campus's primary liaison to the strategic communications and public affairs team in the office of the CSU Chancellor.
- Collaborate closely with colleagues in development and alumni relations to support communications targeting alumni, as well as prospective and current donors.
- Manage major communications assets including the university magazine, electronic newsletters, annual reports, and enterprise-level digital platforms, including websites and social platforms, and development of content appropriate to each medium.
- Manage financial strategies and goals for department, including budget management, operational efficiency, and optimal use of resources.
- Lead proactive media relations programs and ongoing interaction with regional, statewide, national, and global media.
- Cultivate appreciation for strategic communications across the campus community and collaboratively and intentionally engage stakeholders in communications and marketing strategy.

Minimum Qualifications

- A bachelor's degree.
- At least eight years of senior-level experience in the communications/public relations field.

Preferred Qualifications

- Demonstrated capacity to lead and perform effectively in a fast-paced and complex organization.

- Experience developing and executing successful integrated marketing and communication plans.
- Experience advising and counseling senior institutional leaders on reputation issues.
- Expertise or equivalent experience in marketing and communication strategies that are specific to student recruitment and retention.
- Experience in developing and leading quantifiable marketing campaigns and efforts and demonstrated ability in assessing these efforts utilizing a variety of metrics and key performance indicators.
- Demonstrated capacity to motivate, lead, nurture, and guide highly creative professionals and build a spirit of cohesive collaboration in a highly diverse work environment.
- Proven ability to build positive relationships with internal and external constituents, including media, public agencies, and the community.
- A graduate degree.

University Advancement

University Advancement is responsible for creating awareness and raising private support for SF State's academic, research, and public service missions. Its strategic goals are to instill well-deserved pride in university accomplishments, strengthen awareness and support among the university's key stakeholders, and build a culture of philanthropy and support for SF State. These goals are accomplished through strategic efforts that incorporate communications, development, alumni relations, and advancement services.

University Advancement Leadership

Jeff Jackanicz, Ph.D., Vice President of University Advancement



Dr. Jackanicz also serves as President of the SF State Foundation, the University's organization of extraordinary and dynamic volunteers dedicated to raising funds for and advocating on behalf of SF State. Before joining SF State in 2020, he served as Vice President of Institutional Advancement at Mills College and at UC Berkeley for over a decade in a range of advancement leadership positions. He earned a B.A. in English from the University of Chicago and a Ph.D. in English from the University of Texas at Austin.

San Francisco State Alumni

The San Francisco State University alumni network is vast. Its almost 300,000 former students are especially well-represented as leaders in city, state, and national government. They also have a significant presence in and have made important contributions to the arts, science, journalism, business, teaching, and more. The largest concentration of “Gators” is the 200,000 alumni who reside in the Bay Area; others are impacting their communities throughout the country and around the world.



The SF State Alumni Association engages with the University’s alumni to encourage their lifelong interest and support, which in turn are essential to advancing SF State’s mission. The Association and its staff are important partners for their colleagues working in development in both the central office and the individual colleges. All Advancement professionals are committed to helping SF State alumni maintain relationships with their alma mater and with one another. Graduates are encouraged to join the SF State Alumni Association as formal members.

About San Francisco State University

A component of the California State University system, San Francisco State University is a major public urban university located in one of the world's most scenic, vibrant, and inspiring cities. Building on its 125-year commitment to quality teaching and broad access to undergraduate and graduate education, SF State offers comprehensive, rigorous, and integrated academic programs that require students to engage in open-minded inquiry and reflection. SF State urges its students, faculty, and staff to participate fully with the greater San Francisco community and to share their skills, talents, and time.

Academics: At SF State, bachelor's degrees are awarded in 77 academic areas and master's degrees in 63 more. At the doctoral level, degrees are granted for the Doctor of Education (Ed.D.) in Educational Leadership, the Doctor of Philosophy in Education (Ph.D.), and the Doctor of Physical Therapy (D.P.T.) that is awarded jointly with UC-San Francisco. There are also 16 credential programs and 57 certificate programs. SF State's reach is further expanded locally and globally by its College of Extended Learning.

The University has received high honors for encouraging innovations that have placed it at the forefront of academia. As home to the nation's first and only College of Ethnic Studies, SF State is consistently ranked among the top ten most diverse universities by *U.S. News & World Report's Best Colleges*, *Forbes*, *Priceonomics*, and several other media outlets. Both *Variety* and *The Hollywood Reporter* have cited the School of Cinema as one of the top film programs in the country.



Commitment to Diversity: Inspired by its own diverse community—which includes many first-generation college students—and by the courage of an academic community that strives to break down traditional boundaries, SF State equips its students to meet the

challenges of the 21st century. With its unwavering commitment to social justice that is central to the work of the University, SF State prepares its students to become productive, ethical, active citizens with a global perspective. SF State is a long-recognized leader in addressing issues both global and close to home.

San Francisco State was ranked #8 by *U.S. News and World Report* for upward social mobility and was ranked 3rd in the nation for diversity by the *Wall Street Journal/Times Higher Education Colleges Ranking* and is a Hispanic & Minority-Serving Institution. In 2024, the University earned the prestigious Seal of Excelencia for its commitment to Latinx student success. The vast majority of the University's students come from the Bay Area and California, with 21% of students from Alameda and Contra Costa counties (East Bay) and 18% from San Francisco. The University has 268,000 alumni. Most (83%) of the University's alumni live in California, 64% reside in the San Francisco Bay Area, and 23% live in Contra Costa and Alameda counties.

Enrollment: Current student enrollment across all SF State undergraduate and graduate programs and locations is currently 21,000. In recent years, the University has conferred approximately 7,500 degrees annually. Undergraduate programs with the highest enrollments include business, computer science, engineering, biology, psychology, and cinema. Approximately one-third of SF State students are the first in their family to attend college, two-thirds receive financial aid, and 52% are eligible for Pell Grants.

Campus: The main campus is located near Lake Merced in southwest San Francisco, just two miles from the Pacific Ocean. Some SF State programs are based in additional locations, including the Downtown Campus (MBA and Executive MBA programs, the College of Extended Learning, and the Master of Public Administration program).



SF State Hybrid Work Arrangement: SF State is committed to a flexible working arrangement that allows for a hybrid structure of 3 days of in-person work on campus combined with 2 days of remote work.

Applications and Nominations

AGB Search is pleased to manage the recruitment process. Applications will be reviewed as they are received, and the position will remain open until filled. Candidates are requested to submit the following application materials:

1. Resume
2. Letter of interest
3. Contact information for five professional references (to be contacted at a later stage in the search and only with the candidate's permission)

Please submit your application materials (PDF) electronically to:

<https://bit.ly/3WYuqpw>

Please direct your nominations, expressions of interest, or questions to one of AGB Search's consultants:

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