



CHANGING LIVES THROUGH EDUCATION



CHIEF COMMUNICATIONS &
MARKETING OFFICER

LEADERSHIP PROFILE

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UNC Pembroke EEO Statement

UNC Pembroke is an Equal Opportunity Employer. The University prohibits discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibits discrimination against all individuals based on their age, race, color, genetic information, religion, sex, sexual orientation, gender identity or national origin. UNC Pembroke is a VEVRAA Federal Contractor and seeks priority referrals of protected veterans for our openings.

THE SEARCH

The University of North Carolina at Pembroke invites inquiries, nominations and applications for the position of Chief Communications & Marketing Officer (CCMO). The university seeks to fill the Chief Communications & Marketing Officer role with a dynamic and motivated individual capable of advancing the brand and mission of the university. The CCMO reports directly to the Chancellor and interacts with internal and external audiences, including the Board of Trustees.

The CCMO must identify and appropriately manage communication with a wide range of audiences of the university, both internal and external. Internal contacts include a variety of persons including Trustees, Governors, other affiliated board members, Cabinet peers, faculty, administrators, staff, parents and students. External audiences include members of the media, general public, members of the local community and elected officials among others.

The Chancellor seeks a seasoned and accomplished leader with the communications and marketing expertise and instinct to manage complex messaging of the university, as well as maintain a deep commitment to its historic mission. A full list of desired attributes and leadership skills can be found in the section of this document titled **The Opportunity**, beginning on page 15.



THE UNIVERSITY OF NORTH CAROLINA AT PEMBROKE

The University of North Carolina at Pembroke (UNCP), a constituent institution of the University of North Carolina System, is a master's-level university with a spirited community of more than 8,300 students of whom 6,318 are undergraduate students and 2,001 graduate students. UNCP is an historically minority-serving institution (HMSI), a Native American-Serving Nontribal Institution (NASNTI), and the only state-designated historically American Indian university in North Carolina. With 878 full-time faculty and staff, the university offers more than 150 pathways to graduate and undergraduate degrees. The average class size is 20 with a student-to-



faculty ratio of approximately 18-to-1. The university is comprised of four degree-granting colleges and schools: the College of Arts and Sciences; the College of Health Sciences, which includes the McKenzie-Elliott School of Nursing; the Thomas School of Business; and the School of Education. In addition, UNCP features The Graduate School, the University College, which assists in first-year student transition, and the Esther G. Maynor Honors College. Athletically, UNCP competes as a member of the NCAA Division II and offers 17 varsity sports including the Spirit Squad. The university also offers more than 120 clubs and organizations for students to be active and engaged citizens on campus and in the community.

Affordability and value have earned UNC Pembroke inclusion in national rankings such as U.S. News & World Report's Best Colleges and Universities. Over the previous two years, UNCP has jumped more than 22 spots in the Best Regional Universities category, landing at number 65 in the 2022 list. Further evidence of UNCP's commitment to excellence, the university placed in the top 30 Top Public Universities list and is in the top 20 for Best in Social Mobility. In 2022's rankings, UNCP's undergraduate nursing program was listed among the top nursing programs in the nation. UNCP is consistently one of the safest campuses in the University of North Carolina System.

UNC Pembroke is an educational institution whose core mission clearly identifies excellence in teaching and learning as a value and ideal. With substantial growth and change over the last decade, the university has an opportunity to define anew what academic excellence means and how to leverage its unique characteristics, strengths, programs and heritage to shape and deliver a distinctive and enriching educational experience that mirrors systematically increasing higher levels of performance from students and faculty.



**THE UNIVERSITY OF
NORTH CAROLINA SYSTEM**

Student engagement is an important characteristic of UNCP as demonstrated by the university being named to the President's Community Service Honor Roll for all three years of the award's existence. Engaged learning has become a hallmark of progressive regional institutions because student work in the field enriches their learning experience and benefits the region where students practice. As a regional comprehensive institution, UNCP is committed to providing educational programs important to both building opportunities for constituents and serving as a catalyst for economic development in the region. UNCP's surrounding counties are some of the most economically challenged in southeastern North Carolina. Yet, many untapped assets lie within the I-95 corridor that is minutes away from UNCP. Fort Bragg and Pinehurst/Southern Pines are fertile areas for academic programming and training sites.

Over the past 10 years, UNCP has experienced remarkable growth in student enrollment, in part resulting from the tuition buy-down program for undergraduates, the North Carolina Promise Tuition Plan, adopted by the North Carolina General Assembly during the 2016 session. NC Promise dramatically lowers the cost of tuition to \$500 per semester and \$2,500 per semester in-state and out-of-state, respectively. Simultaneously, the university has maintained its deep commitment to diversity while raising academic requirements for admission to the institution. The university has been challenged to manage that growth effectively while improving retention and graduation rates, a priority clearly outlined in the university's strategic plan, and an expectation of the UNC System President.

While maintaining a connection to its rich American Indian history and traditions, the university today serves a broad base of students from diverse races, ages and backgrounds. With a wide array of bachelor's and master's degree offerings, dedicated Pembroke faculty, and a diverse community of cultures, ideas and organizations at their fingertips, UNCP students are poised to excel in life.



MISSION, VISION & ACCREDITATION

MISSION STATEMENT



Founded in 1887 as a school for the education of American Indians, The University of North Carolina at Pembroke now serves a distinctly diverse student body and encourages inclusion and appreciation for the values of all people. UNC Pembroke exists to promote excellence in teaching and learning, at the master's and undergraduate levels, in an environment of free inquiry, interdisciplinary collaboration and rigorous intellectual standards.

Our diversity and our commitment to personalized teaching uniquely prepare our students for rewarding careers, postgraduate education, leadership roles and fulfilling lives. We cultivate an international perspective, rooted in our service to and appreciation of our multiethnic regional society, which prepares citizens for engagement in global society. Students are encouraged to participate in activities that develop their intellectual curiosity and mold them into responsible stewards of the world.

UNCP faculty and staff are dedicated to active student learning, engaged scholarship, high academic standards, creative activity and public service. We celebrate our heritage as we enhance the intellectual, cultural, economic and social life of the region.

VISION STATEMENT

The University of North Carolina at Pembroke will challenge students to embrace difference and adapt to change, think critically, communicate effectively, and become responsible citizens. Working from a strong foundation in the liberal arts, we will increase opportunities to infuse our curriculum with interdisciplinary innovation while promoting undergraduate and graduate research as well as international opportunities.



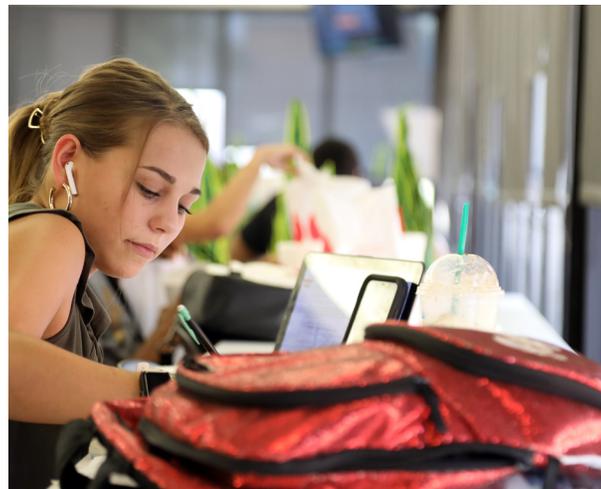
ACCREDITATION

The university is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). Additional program accreditations include: the Thomas School of Business, the McKenzie-Elliott School of Nursing, the Social Work Program, the School of Education, the Clinical Mental Health Program, as well as programs in the departments of Art and Music.

ACADEMICS

The university's more than 150 pathways to undergraduate and graduate degrees are offered by the College of Arts and Sciences, College of Health Sciences, McKenzie-Elliott School of Nursing, Thomas School of Business, School of Education and The Graduate School.

A focus on academic support has led to an increase in student success as measured by several consecutive years of increasing freshman retention. Freshman retention remained in the record high range in 2021 at 73%.



In keeping with its founding heritage, the university embodies a sense of spirit and opportunity. For this reason, UNC Pembroke continues to attract and nurture first-generation, low-income, rural and nontraditional college students.

Over the past decade, UNC Pembroke has implemented an aggressive plan to innovate advancing the quality of the academic experience. As a result, the average entering GPA has risen, remaining higher than any time in university history. In 2018, the university introduced the University College as a home for incoming freshmen and most transfer students to create a strong foundation and transition to the rigors of higher education. The support and advising in the University College positively impact persistence, progression and graduation.

The university has strong relationships with regional community colleges offering a unique BraveStep co-admission program providing increased access to a quality education throughout the region. Community colleges are a growing source of transfer students, and UNC Pembroke has strategically recruited on their campuses with considerable success. UNC Pembroke has 41 articulation agreements with the community colleges in its region, and the UNC System has an umbrella agreement with all 58 community colleges in North Carolina.

With a focus on creating innovative pathways to success for students, UNCP has sought out and secured agreements with regional colleges and universities to offer additional options for students. During 2016, UNCP launched a dual-degree program with NC State's College of Engineering. After completing three years at UNC Pembroke and two years at NC State, the 3-plus-2 program offers students a bachelor's degree in applied physics from UNCP and a bachelor's degree in electrical or mechanical engineering from NC State. Agreements with East Carolina University include the Brody School of Medicine Early Assurance Program along with a physical therapy and public health partnership. In 2016, UNCP announced a pathway for pre-veterinary students with NC State's College of Veterinary Medicine and Tuskegee University. In fall 2019, Methodist University and UNCP teamed up to educate more providers in southeastern North Carolina with an articulation agreement for UNCP students to become a physician assistant at Methodist.

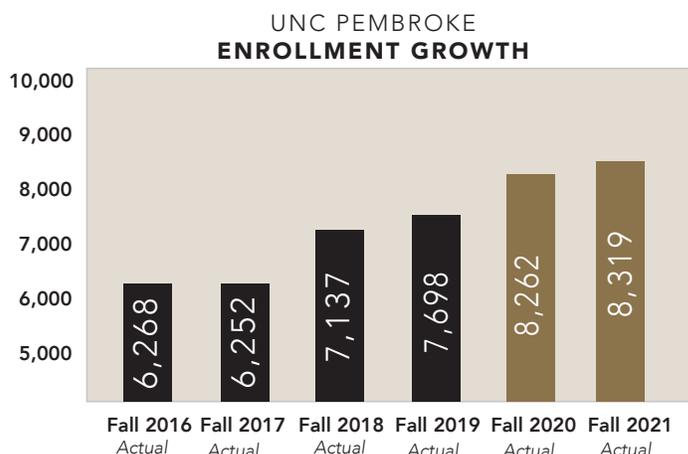
A 2017 legislatively directed study led to the launch of a new College of Health Sciences in fall 2018 that combines existing health-related academic departments and looks to add multiple graduate, undergraduate and doctoral programs in the coming years.

ENROLLMENT GROWTH

SURGING ENROLLMENT

In fall 2021, the university experienced its fourth consecutive year of enrollment growth with 8,319 students. Since NC Promise, UNCP has experienced some 32% enrollment growth with potential to reach 10,000 students in the years ahead. Just two decades earlier, the university's enrollment capped at 3,400.

In 2010 following a decade of unprecedented growth, UNC Pembroke's enrollment peaked just shy of 7,000 students and then leveled off at approximately 6,300 until 2018 with the implementation of the NC Promise Tuition Plan.



With the impact of NC Promise in fall 2018, UNC Pembroke enrollment swelled to 7,137 students, representing a more than 14% increase in enrollment over the previous academic year. On the heels of 2018's dramatic growth, UNC Pembroke experienced nearly 8% growth in fall 2019 bringing total enrollment to 7,698. The fall 2020 semester saw the university's enrollment climb to 8,262 students with growth in both graduate and undergraduate programs.

NC PROMISE TUITION PLAN



Adopted by the NC General Assembly during the 2016 session, NC Promise offers a tuition buy-down for undergraduate students at three UNC System campuses—UNC Pembroke, Elizabeth City State and Western Carolina. The state will reimburse NC Promise campuses to effectively buy-down tuition to \$500 per semester for in-state students and \$2,500 per semester for out-of-state students. The move will make college significantly more accessible and affordable for prospective students.

UNC Pembroke anticipates continued growth over the next several academic years as a result of the North Carolina Tuition Promise Plan, innovative academic programming, an exceptional student experience and high-quality instruction.



- #1 Campus Ethnic Diversity (South)
- #18 Top Performer for Social Mobility (South)
- #30 Top Public Schools and Regional Universities (South)
- #65 Best Regional Universities (South)
- #221 Best Undergraduate Nursing
- Best For Vets by Military Times
- Gold Military Friendly Campus Designation



STUDENT LIFE & ATHLETICS

STUDENT LIFE

With nearly 4,000 students living on or just off campus, a robust student life has evolved with an array of extracurricular activities and student engagement. More than 120 clubs and organizations, including 20 Greek organizations, keep students connected to campus and engaged in the community.

Serving an average of over 1,750 students annually in club and intramural sports, the Office of Campus Recreation also offers outdoor programs, fitness programs and summer recreational programs. In addition to programming efforts, the office also manages the Campbell Wellness Center, Aquatics Center, Auxiliary Gym, racquetball and tennis courts and disc golf course. Together, these facilities serve over 90,000 individuals annually.



The Office for Community and Civic Engagement coordinates volunteer and service-learning opportunities for students. During the 2020-2021 academic year, over 1,900 UNC Pembroke students contributed approximately 28,012 service hours through service-learning and co-curricular volunteering. The value of this in-kind contribution to our community is estimated at over \$799,462. In addition to service, 59,000 pounds of food was recovered for the CARE Resource Center, the on-campus food pantry, serving individuals through more than 2,300 visits during the year.

Student Inclusion and Diversity and the American Indian Studies department offer programming opportunities for students, including workshops, exhibits, speakers, and programs. The Southeast American Indian Studies program sponsors a speaker series, an annual academic conference, the Museum of the Southeast American Indian and numerous events celebrating Native American Heritage Month.

ATHLETICS



UNC Pembroke excels in intercollegiate athletics in both men's and women's competition. The university is a member of the National Collegiate Athletic Association (NCAA) Division II and Conference Carolinas, which includes 13 universities in North Carolina, South Carolina, Georgia and Tennessee.

Seven men's sports and nine women's sports have brought UNC Pembroke frequent recognition at the local, regional and national levels. Men's varsity sports include baseball, basketball, cross country, football, track and field and wrestling. Women's sports are sponsored in basketball, cross country, golf, soccer, softball, swimming and diving, track and field and volleyball.



THE UNCP CAMPUS

The 281-acre campus consists of more than 50 buildings. Campus has grown significantly over the last decade, with additions that include the state-of-the-art James A. Thomas Hall (opening 2022), Weinstein Health Sciences Building, new residence halls and the downtown entrepreneurship center.

UNCP is a residential campus with five residence halls and two apartment communities. Dining services on campus include the Dining Hall, Chick-fil-A, Einstein Brothers Bagels, Papa Johns, Starbucks, EAT Café and Café 641.

Among UNCP's newest buildings, the Brave Health Center opened spring 2017 and houses Student Health Services and Counseling and Psychological Services, providing holistic care for students. In 2016, UNC Pembroke was awarded \$23 million through the Connect NC bond toward the construction of a \$37.5 million new School of Business building with state-of-the-art classroom, auditorium, career services, study and office spaces. The James A. Thomas Hall housing the Thomas School of Business, is slated to open for instruction in early 2022. In 2018, \$10 million was legislatively awarded for the comprehensive repair and renovation of West Hall. The former residence hall was transformed into an instructional innovation hub of campus with cutting-edge technology and resources connecting faculty and students. West Hall opened fall 2021 housing the Division of Information Technology, Office of Online Learning, the Teaching & Learning Center, Accessibility Resource Center and the College of Arts & Sciences administrative offices, along with innovative classrooms and the technology help desk.

In 2019, the North Carolina Department of Transportation completed a \$5 million enhancement to Prospect Road making this important entrance safer and more appealing. During the summer of 2020, the university added a new entrance along Prospect Road at University Drive making it a focal point of campus.

UNC Pembroke is a center of education, arts and culture for southeastern North Carolina enriching the lives of students and community members alike. The campus is home to the Givens Performing Arts Center, a regional center for arts and entertainment. The 1,600-seat auditorium has hosted speakers such as Bill Nye, James Earl Jones, and Maya Angelou as well as national touring Broadway shows like *Annie*, *42nd Street*, *The Color Purple* and *STOMP* drawing more than 60,000 patrons to the campus each year.

The Museum of the Southeast American Indian, located in Old Main, is a multi-faceted museum and resource for scholarly research and community outreach. The museum contains exhibits of authentic artifacts, arts and crafts from Indian communities all over the Americas, and especially from the American Southeast. Many items come from North Carolina Native communities, with emphasis on Robeson County's Indian people. Specific focus is placed on the largest North Carolina tribe, the Lumbee, but outreach activities have extended into Virginia and South Carolina. The museum is open to all and is free of charge for visitors.

UNCP CHANCELLOR: ROBIN GARY CUMMINGS, MD



Dr. Robin Gary Cummings took office as the sixth Chancellor of The University of North Carolina at Pembroke in July 2015 after being elected by the Board of Governors of the 17-campus University of North Carolina System.

During his leadership, UNCP has increased access to a high-quality education through the NC Promise Tuition Plan, expanded academic opportunities through institutional partnerships, enhanced the University's role in regional economic development and set records for philanthropic giving. With Chancellor Cummings' vision for the University, UNCP is advancing its vision of Changing Lives Through Education and broadening its impact across southeastern North Carolina and beyond.

Cummings is a board-certified general and cardiothoracic surgeon. He earned his undergraduate degree in zoology (1978) from The University of North Carolina at Chapel Hill, where he was a James M. Johnston Scholar and founding member of the Carolina Indian Circle. He then attended Duke University Medical School as a UNC Board of Governors Medical Scholar and Henry J. Kaiser Merit Scholar, earning the Sandoz Award for Basic Science Research and the National Library of Science Award.

After receiving his medical degree in 1983, he interned in surgery and completed residencies in surgery and cardiac surgery at Duke University Medical Center (1983-91). During this period, he also earned a National Research Service Award that enabled him to complete a two-year research fellowship (1985-87) in cardiothoracic surgery. From 1992-2004, Cummings practiced cardiothoracic surgery at the Pinehurst (NC) Surgical Clinic and Moore Regional Hospital, where he chaired the Division of Cardiothoracic Surgery (1999-2000) and Section of Cardiovascular and General Surgery (2000-2003). After retiring from surgery, he remained active in the work of the hospital, serving on the Moore Regional Hospital Board of Trustees and chairing the FirstHealth Moore Regional Hospital Foundation.

Cummings subsequently accepted an opportunity in 2009 to serve as medical director and executive director of Community Care of the Sandhills, a regional healthcare organization and in 2013 he joined the NC Department of Health and Human Services as Director of the NC Office of Rural Health and Community Care. Six months later, he was named Deputy Secretary for Health Services and Acting State Health Director.

A Pembroke native and member of the Lumbee Tribe, Chancellor Cummings is active in professional and civic activities, serving as a former chairman of the UNC Pembroke Board of Trustees, chairing the UNCP Foundation Board, and has served on the UNC-Chapel Hill Board of Visitors. The founding chair of the NC American Indian Health Board, he also has chaired the Commission on NC Indian Health and served on the NC Council on Developmental Disabilities and the NC Rural Center board. He currently serves on the Institute for Emerging Issues National Advisory Board and the Southeastern Health Board of Trustees. His honors include the 2016 John. L. Sanders Student Advocate Award from the UNC Association of Student Governments, the 2014 Presidential Award from the NC Academy of Family Physicians and the Visionary Award from NC Prevent Blindness.

Given his background in health care, Dr. Cummings has led UNCP in the development of a new College of Health Sciences, leveraging the university's ability to address urgent workforce needs in health care in the region and beyond. The College combines departments of social work, nursing and kinesiology with the goal of adding occupational therapy, physical therapy, optometry and nurse practitioner programs. Established August 2018, the College is already making a difference in health outcomes by educating more than 1,500 students who will become professionals qualified to meet the unique needs of Southeastern North Carolina.



POINTS OF PRIDE

Founded in 1887, as a school for the education of American Indians, The University of North Carolina at Pembroke now serves a distinctly diverse student body. As an anchor economic institution for southeastern North Carolina, UNCP considers its primary service area to be Robeson, Bladen, Brunswick, Columbus, Cumberland, Hoke, Moore, Scotland and Richmond counties.

Commitment to Inclusion

U.S. News & World Report has identified UNC Pembroke as one of the most diverse regional universities in the South. Minority enrollment at UNC Pembroke is 60% with 12% of students identifying as American Indian. UNCP’s Inclusion & Diversity Council brings together a multidisciplinary team to ensure UNCP not only maintains its unique diversity, but promotes a campus culture of inclusion and belonging for all.

Commitment to Teaching

The student-faculty ratio is 18:1 with an average class size of 20 students. Students get individualized attention from highly skilled faculty, unique research opportunities, and 360-degree support from a network of advisors, coaches, health care practitioners and student service professionals. All UNCP courses are taught by qualified faculty members rather than teaching or graduate assistants. The mentorship and experiential learning opportunities make for a rich, engaging academic experience preparing graduates to excel in their chosen fields.

Commitment to Service

UNC Pembroke is the linchpin of economic growth for rural Robeson County. Partnerships with K-12 schools, local government, health care organizations and regional businesses promote the discovery of new opportunities for socioeconomic development. UNCP students are committed to giving back to their community through co-curricular, extracurricular and service-learning with more than 34% of the student body enrolled in service-learning courses across all academic disciplines.

Commitment to Student Success

Student success is at the heart of UNC Pembroke’s mission of *Changing Lives Through Education*. The goals and objectives advance that mission by offering a safe place to learn and grow. Student resources—both personal and academic—are offered at every stage in their journey while a robust campus life provides opportunities for involvement and leadership. From advising to academic support, students are surrounded by faculty and staff who know them by name and make student success their mission.

CAMPUS SNAPSHOT

Fall 2021 Enrollment

Total Enrollment: 8,319
 Total undergraduates: 6,318
 Total graduate students: 2,001
 Male/Female ratio: 35.3%/64.7%
 Full-time students: 64.1%
 In-state students: 93.6%

325 Full-time faculty

553 Full-time staff

2021 Undergraduate Enrollment by Ethnicity

American Indian: 12%
 Asian: 2%
 Black/African American: 30%
 Hispanic/Latino: 9%
 White/Caucasian: 40%

2021 Freshman Class

Average GPA: 3.44
 Average SAT: 1023
 Average ACT: 18.8

**THE UNIVERSITY'S STRATEGIC PLAN
2020-2025:
PURPOSE • PROMISE • POSSIBILITY**

In a rapidly changing world, it's important for UNCP to advance meeting our students' needs while simultaneously enhancing the personalized experience that makes our campus special. This plan identifies key objectives within five goals—innovative academic programming, engaged and supported student experiences, operational excellence, celebrating UNCP's unique heritage, and regional and community engagement—essential to ensuring our university's progress and success. As we implement this plan over the next five years, each strategic objective and goal will push us toward our vision for our university.

The University of North Carolina at Pembroke is, indeed, here with a purpose and a promise to create possibility in the lives of our students, faculty, staff and university community.

COMMUNITY: PEMBROKE, NC

The campus is located in the Town of Pembroke, which is in the coastal plains of southeastern North Carolina. The service sector, health care, education and government are major sources of employment in the region along with agriculture, agribusiness, construction and light manufacturing. With a population of approximately 3,000, Pembroke is the historic home of the university and the Lumbee Tribe of North Carolina. Pembroke is convenient to most metro areas in North Carolina and nearby states, coastal beaches and the famous golf courses of Pinehurst. Located 12 miles away, Lumberton, the county seat, is a city of approximately 22,000 and is a hub of shopping, banking, health care and government operations. Lumberton is located at the crossroads of I-95 and I-74. Most of UNC Pembroke's faculty and staff reside within 45 minutes of the university in communities including Pembroke and Lumberton, as well as Laurinburg, Fayetteville, Pinehurst and Southern Pines. University alumni include about 30,000 graduates living in various parts of the country and internationally with concentrations primarily in the Southeast. Geographically, approximately 90% live and work in North Carolina and approximately 30% are residents of Robeson County, the home of UNC Pembroke.



PURPOSE • PROMISE
POSSIBILITY | UNCP2025

**2020 STRATEGIC PLAN
2025 GOALS**



Promote student success through excellence and innovation in academic programming.



Enrich the student experience through engaged learning and enhanced student support services.



Expand institutional resources and enhance operational excellence.



Embrace and celebrate UNCP's unique identity.



Enhance and expand regional and community engagement.

THE OPPORTUNITY: THE NEXT CHIEF COMMUNICATIONS & MARKETING OFFICER

The University of North Carolina at Pembroke (UNCP) receives the strong support of the University of North Carolina System and North Carolina's elected officials. As North Carolina's Historically American Indian University, UNCP is a major source of pride to the state, members of the Lumbee Tribe of North Carolina, the southeastern region of the state, its hometown community of Pembroke, and alumni and friends of the UNCP community.



UNIVERSITY COMMUNICATIONS & MARKETING

The new CCMO will join UNCP in a vitally important leadership role at an especially exciting time of opportunity. A noteworthy combination of significant recent enrollment growth, the emergence and development of an array of new undergraduate, professional and doctoral level academic programs to address regional needs, and a generous annual infusion of state appropriations and tuition revenue to support the direct and indirect obligations is but a brief snapshot of UNCP's current and future landscape.

The selected leader will continue building the UNCP brand upon a strong foundation already in place. The incumbent will follow five years of focused, successful rebranding and messaging efforts and will have the opportunity to shape the positioning and messaging of the university in an era of possibility and continued enrollment growth. With a focus on recruitment and retention, the next CCMO will center efforts on how to attract new students and support enrolled students throughout their graduation.

The new leader will also apply his/her leadership talent to take a proud and committed University Communications & Marketing staff to transformative new levels of service excellence, process improvement and operational success. A leader who possesses the experience, emotional intelligence, passion and acumen to lead staff to shared aspirational levels of achievement will make large and lasting differences to UNCP's brand and to the larger Pembroke and Robeson County communities.

The CCMO leads a team of talented communications and marketing professionals that cover a range of services to the university community in the areas of internal communications, community relations, media relations, strategic communications, marketing, integrated communications, web and digital communications, advertising, creative services, brand management, executive communications, print services and performing arts. Direct reports to the CCMO include the Assistant Director of UCM, the Executive Director of Givens Performing Arts Center, Director of Community Relations, Communications & Marketing Manager for Academic Affairs and Communications & Marketing Manager. For more information on the UCM team and organizational charts, please visit uncp.edu/orgchart.

Position Summary

The Chief Communications & Marketing Officer is responsible for overall communications, research-based messaging, marketing and branding activity for the university in addition to the support and service functions of Givens Performing Arts Center and print services. The CCMO serves as the university's chief marketing and communications officer and is a key member of the Chancellor's Cabinet offering advice and support on key issues and strategic initiatives. The CCMO represents and promotes the university, increasing its visibility in support of the institution's mission, vision, values and goals. The CCMO leads the development and implementation of the university's brand vision, strategy, and public relations campaigns to attract the best students, motivate alumni and donors and recruit high quality faculty and staff. The incumbent will stay abreast of issues in higher education, in North Carolina that may impact the university to provide guidance and recommendations for strategic communications messaging.

Primary Duties

- Provide leadership and vision for the university's strategic and integrated marketing and communications functions.
- Lead and direct the marketing, communications and public relations staff and coordinate at the strategic and tactical levels with all university departments.
- Support the preparation of internal and external correspondence on behalf of the Office of the Chancellor for distribution to target audiences.
- Research and develop communications materials to support university messaging goals including speeches, talking points and background information for media interviews and speaking engagements as designated.
- Develop and execute a comprehensive, long-term and proactive university-wide communications, marketing, and branding strategy consistent with the strategic goals, plans, and aspirations of the university.
- Design marketing and branding, online engagement, and other social media presence, press/media relations and team development and management strategies that enhance institutional identity, academic reputation and goals for enrollment of students, fundraising and community involvement.
- Create a collegial, team-building work environment, motivating staff, and cultivating productive, collaborative relationships with all constituent groups.
- Utilizing a research-based approach to identify key messages and audiences, works consistently to tell the university's story creating a consistent, unified message in support of the UNCP brand.
- Identify situations needing immediate media and/or public response and responsible for crisis communication planning, serving as university spokesperson as necessary.
- Plan and oversee the design and production of all marketing, public relations, and advertising products.
- Ensure effective and efficient operation of the major units in University Communications & Marketing by coordinating unit plans, goals, and objectives, designing systems of effective controls to guide work toward expected outcomes, and evaluating progress towards their accomplishment. Ensuring all goals and objectives align with the university's strategic plan.
- Coordinate synergies between print material, web presence and social media.
- Develop, execute and oversee programs necessary to communicate the university's mission and performance to the public.
- Communicate the university's position and policies on a variety of issues to specific media and to various university constituencies, which includes serving as the university spokesperson with the media as appropriate.
- Ensures a fiscally sound operation of UCM by exercising management practices and fiscally responsible activities.
- Facilitate a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.
- Remains competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses as available.
- Contributes to the overall success of the university by performing all other duties as assigned.

Essential Qualifications

The successful candidate must have a bachelor's degree in marketing, communications, public relations or closely related field and seven years of experience managing a marketing and communications program in a complex, fast-paced organization. A record of success is required along with at least three years of direct experience leading a team.

Highly desired/preferred qualifications include the following: master's degree in journalism, communications, public/media relations, English, business or closely related field with a record of success in progressively responsible positions and experience in higher education.

Core Competencies

- Knowledge of the principles, practices and methodologies of communications, public/media relations and executive communications.
- Strong ability to write speeches and/or articles of interest to a wide variety of publics for consumption by local and national as well as international print and electronic media.
- Expertise in making presentations, pitches and negotiating with the media.
- Ability to think critically and secure information needed to develop communications materials for the university.
- Excellent oral and written communication skills including expertise in writing and editing an assortment of communications materials.
- Excellent leadership skills with ability to perform duties with tact, decorum and diplomacy.
- Excellent decision-making skills with ability to think conceptually, analytically and to remain focused on goals and objectives.
- Ability to develop and implement strategic communications and research-based marketing plans.
- Ability to synthesize vast amounts of information and data to effectively identify solutions in a fast-paced environment.
- Ability to identify unique needs of audiences and formulate communications and marketing plans that effectively meet their needs and communicate the value of the university.
- Ability to be flexible, responsive to change, use good judgment, make sound decisions that demonstrate ability to forecast issues and use good problem-solving skills.
- Ability to write effective, persuasive speeches containing accurate, appealing information.
- Ability to establish and maintain effective and collaborative work relations with students, faculty, staff, university officials and the general public.
- A commitment to working with multicultural populations and an awareness of issues affecting minorities and ability to develop knowledge of, respect for, and skills to engage with those of other cultures or backgrounds.





Other Highly Desired Leadership Attributes

- Understand the role of regional, comprehensive public universities. Demonstrate appreciation for shared governance; and support of undergraduate and graduate teaching excellence, faculty research and creative, scholarly and service activities.
- Have a strong commitment to the unique mission and status of UNCP as North Carolina's Historically American Indian University; develop an understanding and appreciation of the history, traditions, culture, and values of UNCP, the town, surrounding counties and region.
- Bring an ardent desire to champion and successfully lead transformative initiatives. Demonstrate an engaging and collaborative leadership and interaction style that exhibits strategic thinking and transparency.
- Possess executive ability to evaluate and advise the Chancellor, the Cabinet and other leaders on a range of high-impact strategies, often involving pragmatic assessments of the situation and potential impacts of each option.
- Be practiced in a thorough, methodical approach to developing marketing and communication plan recommendations.
- Be comfortable with complexity; bring sound judgment to organize and manage complex functions; and be creative in removal of barriers to success while assuring responsible management practices.
- Be confident, results-oriented and able to draw on direct knowledge and achievements to lead the University Communications & Marketing functions.
- Bring a practiced leadership philosophy for high levels of employee satisfaction, pride in organization and successful outcomes.
- Possess political acumen as well as sensitivity to all constituencies.
- Have a commitment to leading by example to promote faculty, staff and student diversity, inclusion and equity.
- Bring astute insights and a defined leadership toolkit for organizational effectiveness, including: clear-eyed assessments of possible changes to organizational structure, policies, processes and staffing levels.
- Allocate time to consider creative strategic options and delegate effectively—listening to others to gain understanding of their vision or situation; empowering others with helpful information and suggestions; and providing direct and open guidance—thereby enabling others to pursue transformative goals with confidence.
- Be accustomed to managing competing priorities day-to-day, adapting as needed when circumstances require.
- Demonstrate candor, balanced with respect and good judgment, when confronting conflicting opinions or delivering unwelcome news; and capacity to model and nurture high levels of trust, good spirit and organizational health.
- Admit and learn from mistakes, allowing others the freedom and comfort to do likewise.
- Excellent presentation, listening, communication and interpersonal skills.



HOW TO APPLY

To make a nomination, provide a referral, or for additional information, please use the contact information below.

While applications and nominations will be accepted until a successful candidate has been appointed, interested individuals are encouraged to submit their materials as soon as possible for full consideration as review of submitted materials will begin immediately. This position is a 12-month, full-time, administrative appointment with a preferred start date as soon as reasonably possible.

To apply, please submit a resume and/or vita, and cover letter, to: UNCPProvost@BuffkinBaker.com.

Apply by April 8, 2022.

Martin Baker, Managing Partner:
770.313.5573

Janny DeLoache, Principal:
704.377.7828

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