The Georgia Institute of Technology invites applications and nominations for the position of Vice President for Institute Communications. The vice president will guide, develop and implement communications strategies by leading a professional staff with broad skills and backgrounds, including supervising assistant vice presidents and director-level positions in Institute Communications, and providing functional leadership for all communicators who are part of or affiliated with the Institute.

**DEPARTMENT DESCRIPTION:**
Institute Communications is responsible for the Institute’s communication and brand strategy. Our purpose is to promote the Georgia Tech brand identity and to provide strategic professional communications support to campus. We have a passion for increasing awareness about the Institute and preserving the longstanding integrity of its image. One of our primary goals is to ensure consistent messaging across all forms of communication. Our wide range of capabilities enables us to effectively tell the Georgia Tech story to many different internal and external audiences.

**JOB PURPOSE:**
As the chief communications officer for the Institute and leader of the central communications and marketing function, the vice president is responsible for strengthening and protecting the brand and reputation of Georgia Tech among key audiences. Provide overall communications functional leadership to the campus, overseeing media relations, special events, marketing communications, publications, internal communications, executive communications, and digital communications. This position leads the Institute’s crisis communication management team. Responsible for establishing group, department, and division goals. Determine the resources needed to meet those goals. Assess group, department, and division performance, providing feedback, and make compensation decision.

**IMPACT & INFLUENCE:**
This position will interact on a consistent basis with: executive leadership, faculty, staff, students, University System of Georgia staff and external audiences. This position will typically advise and counsel: faculty, staff, students, alumni. This position will supervise assistant vice presidents and director-level positions in Institute Communications, providing functional leadership for all communicators who are part of or affiliated with the Institute.

**MAJOR RESPONSIBILITIES:**
- Strategic communication planning. Advancing and protecting the reputation of the Institute
- Marketing and brand management
- Crisis and issues management
- Staff leadership, management and development
- Coordination of internal and external communications
- Editorial direction for collateral and digital communication
- Communications counsel
- Media and public relations
- Oversight of Institute-level special events
- Perform other related duties as assigned
EDUCATION AND EXPERIENCE REQUIREMENTS:

- **Degrees required for this job**: Bachelor's in Marketing, Communications, Public Relations, or related field or equivalent combination of education and experience.
- **Degrees preferred**: Master's degree.
- **Years of experience required for this job**: Ten or more years related job experience in higher education, government, and/or industry.
- **Years preferred**: Fifteen years or more job related experience is preferred.

PREFERRED QUALIFICATIONS:

- Strong relational acumen, strong organizational skills, excellent verbal and written communications skills, and exceptional attention to detail.
- Comprehensive and working knowledge of all communications and marketing disciplines and effective supervision of licensing activities and other Institute Communications units.
- Encouraging leader dedicated to staff development and mentorship.
- Proven track record in effective collaborations and partnerships.

ABOUT GEORGIA TECH
The Georgia Institute of Technology is situated on a picturesque 425-acre campus in the heart of Atlanta, a diverse and vibrant city with great economic and cultural strengths. The Institute is a unit of the University System of Georgia, and a member of the Georgia Research Alliance and the Association of American Universities. With sponsored expenditures exceeding $900 million in fiscal year 2018, Georgia Tech’s research enterprise continues to work with government, philanthropic partners, and industry in Creating the Next (www.gatech.edu/about/creating-next).

Application materials should be submitted at:
https://gatech.taleo.net/careersection/jobdetail.ftl?job=0178220&lang=en

Applications and nominations will be received until the Vice President for Institute Communications is selected. However, **interested parties are encouraged to respond by November 30, 2018**, to ensure optimal consideration.

*The Georgia Institute of Technology is an equal opportunity/affirmative action employer.*