



LEADERSHIP PROSPECTUS

Director of Marketing and Communications
Rockford University
Rockford, Illinois

This Leadership Profile is intended to provide information about Rockford University and the position of Director of Marketing and Communications in Rockford, IL. It is designed to assist qualified individuals in assessing their interest.



The Opportunity:

Rockford University, a four-year private institution and a **Top Midwest Regional University** in Rockford, Illinois, has a rich history of achievement and growth. Through decades of change and expansion 175 years in the making, Rockford University continues its proud legacy as a transformative educational force in the community, northern Illinois region, and beyond.

Rockford University has increasingly recognized the need for developing and implementing a communication and marketing plan to further raise the visibility of the programs, degree offerings, services, and activities of the University. Ultimately, impacting the region’s educational landscape.

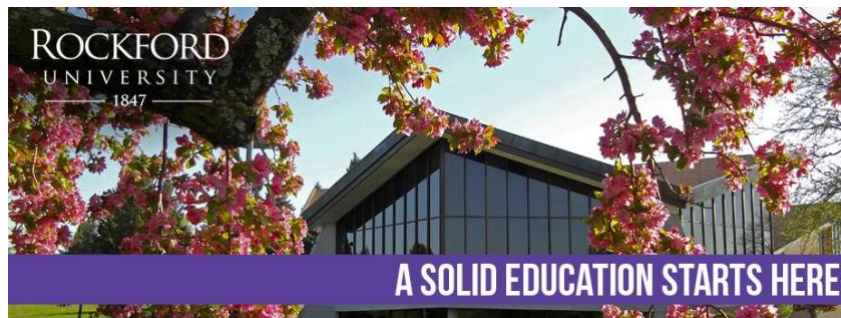
To continue this trajectory, **Rockford University** invites nominations and applications for the full-time position of **Director of Marketing and Communications**. We seek a leader who shares our values of a diverse and equitable workplace based on collaborative teamwork, personal initiative, and a commitment to consistency and excellence.

The Director of Marketing and Communications is responsible for leading the University's external communications, including media relations, reputation management, marketing, social media, crisis communications, and supporting enrollment/admissions efforts. Under the direction of the Vice President for Advancement, the Director is responsible for planning, overseeing, and assessing the University's efforts in the areas of marketing, communications, public information, and media relations. The Director is responsible for leading the development and implementation of public relations and communication strategies for Rockford University.

Rockford University strongly encourages nominations and applications from individuals traditionally underrepresented. A rich benefits package is available, upon hire, including medical, dental, vision, life and tuition remission for employee, spouse/partner, and dependents.

Rockford University, formerly Rockford College®, was founded in 1847 and offers undergraduate and graduate degrees in traditional liberal arts and professional fields. Located in Rockford, Ill., just 90 miles northwest of Chicago, the campus spans 150 acres and includes several academic buildings, an athletic complex, 10 residence hall spaces, and several newly remodeled residence hall and gathering spaces for students.

With proximity to Milwaukee, Wisconsin, and Chicago, Rockford is situated on a scenic riverfront and is home to 150,000 people who enjoy an urban atmosphere with the resources and benefits of a larger regional, combined statistical area of over 450,000. Known as the “City of Gardens,” Rockford has 7,000 acres of parks and public gardens. Within a few miles of the Rockford University campus, there are numerous restaurants, theaters, clubs, coffeehouses, museums, and eclectic galleries.



The Position:

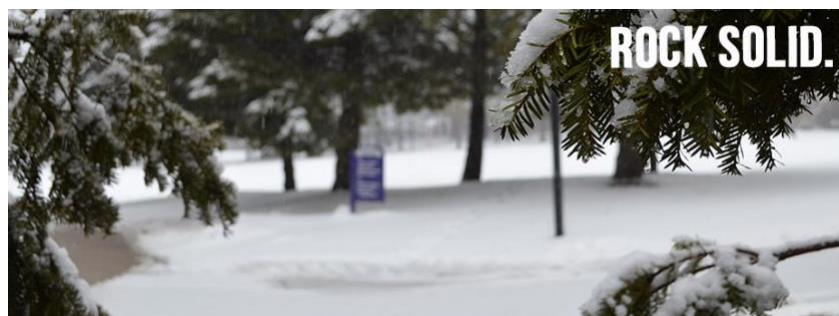
The principal accountabilities of the position are developing public relations plans, messaging, and strategies and leading the day-to-day public relations functions for the University. Additionally, the Director's top priority will be the development and implementation of integrated plans that impact University enrollment/admissions as well as continuing to enhance its reputation among key audiences including current/prospective students, alum, and donors. Further, the **Director of Marketing and Communications** will be responsible for ensuring that the content created and distributed by the Department is effective, on message, and top quality. Reporting to the Vice President for Advancement, the Director will work closely with the President and other senior leaders across the University on media relations and thought leadership initiatives.

The **Director of Marketing and Communications** will oversee a team of marketing and communications professionals. The Director will provide visionary leadership and direction over the University's branding, marketing, and strategic communications. The Director will be a producer of content and will instill a culture of collaboration amongst the campus community. Ongoing content generation is of utmost importance for the Director to produce as well as the team they supervise. [View Rockford University Organizational Chart.](#)

Essential Job Functions of the Marketing Director

Other Responsibilities:

- Implement a fresh and innovative marketing and public information strategy aimed at building the University's image and brand identity to support recruitment, retention, and success of students and growth of the University's community/business/fundraising partnerships.
- Building, executing, and evaluating comprehensive communication plans; drafting releases, pitching stories to media, and increasing brand awareness; coordinates and generates content for electronic and print materials; creating, curating, and editing communications for the campus community.
- Rebranding and relaunching the University website, as well as creating and overseeing social media content.
- Take an engaged approach to coaching, mentoring, and guiding the communications and marketing team to increase the capabilities and effectiveness of this group, including setting clear performance management objectives, and evaluation of the Department's structure.
- Act as a University representative with the media.
- Write speeches as requested for the President and other University leadership; and ensure quality and consistency of messaging across all media, marketing platforms, video, print, web, events, and campus marketing.



The Candidate:

Minimum Professional Qualifications

The Director of Marketing & Communications must possess the following qualifications:

Education and Experience:

- Bachelor's degree in Communications, Public Relations, Graphic Design, or Marketing with at least five (5) years of work-related experience desired in marketing, public relations, project management, administration, or other applicable fields.
- Advanced knowledge of marketing strategy, excellent written and verbal communication abilities, design and production expertise, and successful oversight of marketing and media activities.
- Experience directing media relations, crisis communications, and/or serving as a Public Information Officer for a project, agency, company, and/or institution.
- Strong writing, editing, project management, content generation, and supervisory skills needed.
- Experience evaluating marketing campaigns for results and communicating about them to leadership.
- Working knowledge of WordPress standards and functionality.
- Demonstrated experience utilizing data to derive insight in developing marketing and communication strategy and evaluating performance.
- Demonstrated ability to build rapport, collaborate, and partner with senior University leaders and other managers.

Knowledge, Skills, and Abilities:

- Ability to provide vision and inspiration necessary to unite a team and accomplish significant goals.
- Ability to delegate and empower a team to accomplish significant goals.
- Collaborative work style that includes the ability to work well with senior leaders across an organization.
- Understanding of media placement at the national and local levels, including:
 - Building relationships with reporters and news agencies.
 - Understanding news cycles and deadlines.
- Excellent writing and editing proficiency, including:
 - Ability to quickly understand and capture in writing new concepts and ideas.
 - Ability to write for different audiences.
 - Ability to collaborate with others in the writing process.
- Strategic thinking, creativity, and willingness to try different approaches.

Key Leadership
Vice President for Advancement
Rockford University
Randal V. Childs



Randal V. Childs is the Vice President for Advancement at Rockford University. In his role, Childs functions as Rockford University’s chief philanthropy officer and strategist for the [Advancement Division](#), and as chief development officer to the President, the Board of Trustees, and other University officials on all matters involving current and potential philanthropic support. He oversees all areas of Advancement which includes Alumni Relations, Planned Giving, Major Gifts, Corporate and Foundation Gifts, Data and Gift Management, Prospect and Grant Research, and Marketing and Communications.

Previously, Childs served at North Carolina Central University for 17 years as its director of major gifts, assistant vice chancellor, and most recently its associate vice chancellor. He is well versed in developing strategic partnerships and fundraising and corporate giving programs which, during his time, averaged \$7.8 million annually.

Childs also has helped ensure operational excellence within donor stewardship, team management, strategic direction, stakeholder engagement, and alumni relations and has a proven track record in delivering significant and measurable value within all roles undertaken, combining a seasoned acumen with strategic management and fundraising proficiency.

As a member of the President’s Executive Council, Childs participates in strategic planning and works collaboratively with leadership across the institution to support key academic and University priorities, initiatives, and opportunities. He also leads a robust effort to further engage with current donors and develop effective outreach plans to connect with constituents. Additionally, he oversees the overall image, brand, and public relations functions of Rockford University.

A native of Greenwood, South Carolina, Childs received his Bachelor of Arts degree in Computer Science at Morehouse College and his MBA in Management/Marketing at Elon University.

[Meet Mr. Childs](#) | Visit the [Office of the President](#)



Marketing & Communications

Rockford University

Situated within the Advancement Division, the Marketing and Communications Department works with University colleagues across campus to aggregate, curate, and steward the Rockford University brand and elevate the contributions of our campus community to both internal and external audiences, including students, faculty and staff, trustees, donors, the media, and the public.



A Rock Solid Education starts here!

The tangible expression of our Brand Promise, in language and in graphic presentation, lies in our current image campaign identified with the tagline **Rock Solid**.

Brand Promise: *Rockford University challenges and supports learners with rich academic opportunities, practical experiences, and global perspectives to develop the knowledge, values, and skills that impact their lives and our world.*

The Brand Promise statement is structured to link a cluster of defining attributes that broadly represent the institution in the minds of our students, faculty and staff, administration, parents, alumni, community, and prospective students. These attributes include:

Inviting campus with urban opportunities.

An inviting campus is more than just being welcoming and friendly. At Rockford University, you see a campus community where members truly engage in personal relationships with each other—students, faculty, staff, alumni, and more. From the moment you step foot on campus, it feels like home. And while in this setting, you can discover professional and personal opportunities. From career opportunities to sporting events and theatre productions, Rockford and nearby Chicago provide a wealth of opportunities to explore.



A community of communities.

When you look at Rockford University, one aspect of the University truly does stand out—it is a community of communities. It's more than just offering a substantial number of activities and clubs for its students. It's bringing together those communities, intersecting the groups with each other, and cohesively building one community. And that's what Rockford University does extremely well. You not only see students involved in varying activities, but they support each other in their endeavors. It's an interactive campus environment whose members are there for each other, day in and day out.

Accomplished and engaged faculty and staff.

As seen in other elements of the Brand Promise, Rockford University's faculty and staff show a commitment to the individual through their expertise and caring nature. In classrooms across campus, faculty members guide students step-by-step as they gain knowledge, values, and skills to inform their personal and professional lives. Students learn firsthand from experts in their respective disciplines—many who hold the highest degrees in their fields, including adjuncts—while staff members are there to help students with

Position Specification *Director of Marketing & Communications – Rockford University*



questions and concerns when they aren't in the classroom. Without accomplished and engaged faculty and staff, Rockford University wouldn't be what it is today.

A focus on global perspectives.

Rockford University realizes the importance of a **global education**. The ability to grow and prosper in a global setting has never been more important, and Rockford University students are able to learn through curriculum and programs that have an international focus.

It's more than offering five language study programs on campus or having students at Rockford University from multiple foreign countries (which Rockford University does). The University prepares students, faculty, and community members for active participation in a rapidly changing global society through internationalizing the campus and its curriculum, facilitating experiential learning opportunities, and developing international partnerships with universities around the world.

Ties academic experience with practical applications.

The pursuit of a college education is an endeavor fueled by a desire to learn and the application of those learned skills in personal and professional lives. While Rockford University does have proven results when it comes to placing students in careers they desire, the process is not treated as an end that comes by just any means. From internships to job shadowing, Rockford University directly ties academic experiences with practical applications through work inside and outside of the classroom.

Marketing Services:

The Department's in-house team of creative professionals work together to provide the most cost-effective and efficient services in a convenient manner for the campus community. Services include:

- Print services
- Press information & media inquiries
- Social media & event promotion
- Visual design for print and digital formats/platforms
- Marketing and advertising strategy, including all external advertising buys
- Market research
- Photography and videography
- Content strategy and production
- Web development and training



Rockford University **Rock Solid.**

[Celebrating 175 years](#), Rockford University has a distinguished history of achievement and growth. Rockford Female Seminary was chartered in 1847, became [Rockford College®](#) in 1892, and became fully coeducational in 1958. On July 1, 2013, the College transitioned to Rockford University offering undergraduate and graduate degrees in traditional liberal arts and professional fields. Today, Rockford University has nearly 16,000 alumni living around the world.

MISSION STATEMENT

Rockford University seeks to educate men and women to lead responsible lives by means of a curriculum grounded in liberal arts learning and complemented and extended by professional and practical experience. Through the total academic and co-curricular experience, Rockford University's mission is to prepare students for fulfilling lives, careers, and participation in a modern and changing global society.

Academic Offerings:

Rockford University has more than 80 majors, minors and concentrations, and its degrees are extended to include an adult accelerated degree completion program for a B.S. in Management Studies as well as three master's programs, a Master of Business Administration (MBA), a Master of Arts in Teaching (MAT), and a Master of Education (M.Ed.). In addition to our degree programs, Rockford University also offers the following programs and [academic offerings](#):

- **Center for Learning Strategies:** Learning center offering both remedial and enrichment programs for children, teenagers, and adults
- **English as a Second Language (ESL):** Programming includes listening, speaking, reading, writing, and grammar components for preparation of the TOEFL test
- **Degrees offered:** Bachelor's degrees in several disciplines, including arts, sciences, fine arts, management studies, and nursing
- Bachelor's Degree Completion in Management Studies (BSMS), Accounting Studies (BSAS), Human Services (BSHS)
- Master's degrees in MBA and in education (M.Ed. and MAT)
- Dual acceptance program with Midwestern University's Chicago College of Pharmacy
- **Most popular degree disciplines:** Business, the sciences, performing arts, nursing, psychology, education, and sport management

Rockford University is home to one of only 11 Phi Beta Kappa (PBK) chapters in Illinois, the most prestigious honor society in the United States. Named by The Princeton Review as a **Best Midwestern College** and as a **Best Midwest Regional University** by *U.S. News & World Report*, Rockford University currently serves approximately 1,204 full-and part-time students, including a steadily increasing number of international students. In addition, the University has an established legacy in service learning that includes a strong community-based learning component embedded in its curriculum.



Position Specification

Director of Marketing & Communications – Rockford University

The University's distinguished and accomplished [alumni](#) are noted leaders and shapers of the communities in which they live. Their accomplishments include developing the use of ACE inhibitors in the treatment of heart attacks, serving on the Bell Labs team that invented fiber optics and the LED, testing the first artificial heart valve in humans, manufacturing gears for NASA rovers to Mars, Illinois and North Carolina Teachers of the Year, serving as president of ABC Studios and The CW Network, and earning the Nobel Prize for Peace.

Athletics and Extracurricular Activities:

An NCAA Division III institution, Rockford University offers 14 intercollegiate varsity teams along with several junior varsity teams and participates in the Northern Athletics Collegiate Conference. Approximately 25 percent of the University's students participate in at least one intercollegiate sport. Other [Rockford University athletics and extracurricular activities](#) include:

- NCAA Division III Athletics:
 - Men—baseball, basketball, cross country, football, soccer, volleyball
 - Women—basketball, cross country, golf, soccer, softball, volleyball
- Competitive Esports
- Approximately 15 student-run clubs and organizations
- [Jane Addams Center for Civic Engagement](#) (JACCE)
- 18-hole Disc Golf course



Fast Facts & Distinctions:

- **Enrollment:** 982 undergraduates; 222 graduate students; 1,204 total students
- Students in attendance from 38 states
- International student population represents 18 countries and 112 students (Fall 2020)
- **Student-to-faculty ratio:** 10 to 1
- **Faculty:** 71 full-time faculty members; a majority with terminal degrees
- **Phi Beta Kappa:** One of 11 colleges in Illinois and 290 in the country with a Phi Beta Kappa chapter, the oldest and most prestigious liberal arts academic honor society
- **Scholarships, Grants, and Financial Aid:** More than \$10 million awarded each year
- **Intercultural engagement:** More than 30 intercultural events sponsored annually
- Recognized as a Department of State designated Exchange Visitor host site
- “Best in the Midwest”—named by the Princeton Review
- Ranked **Best Regional University** in the Midwest by *U.S. News & World Report*
- **A participant of The Library of Congress-led program:** to promote and instruct primary and secondary education teachers on how to teach using “Primary Sources”—only one of 28 colleges and universities nationwide to participate
- Maintains 25 partnership agreements with universities worldwide
- **Economic impact:** In total, Rockford University and our students generated an additional \$118.1 million in income to the economy
- Sister college of Kobe College Japan
- Chinese Ministry of Education designated IGEC partner site

UNIVERSITY STRATEGIC PLAN

Engage

Rockford University will demonstrate to all current and potential stakeholders that Rockford University is a vital resource, worthy of support and partnership.

Experience

Rockford University will optimize student support services and enrich the co-curricular experience in order to reinforce classroom learning while securing the achievement and satisfaction of all students.

Build

Rockford University will invest in human capital and campus infrastructure in order to establish a stable environment for success in all University endeavors.

Grow

Rockford University will refine the University's curricular offerings, providing advanced pedagogy and assessment, while meeting market demands through the filter of the University's central mission.

Rockford University Learning Expectations

- Knowledge—for *Understanding* the world
- Values—for *Envisioning* the world
- Skills—for *Shaping* the world



Location:
Rockford, Illinois

Living in Rockford:

The city's rich culture offers an authentic glimpse at the diverse happenings in the Rockford region. Rockford offers a unique blend of eclectic boutique and antique shops, flea markets, excellent restaurants, and convenient service-oriented businesses.



Whether you're looking for a quaint coffee shop featuring performances by local talent, or a lively night on the town with a jazz, country, or rock concert, Rockford's live music scene has it all. At the beginning of each month, top-notch nightlife specials and live entertainment are offered throughout downtown as part of the **First Fridays** events.

Arts & Culture—Where to Be Inspired:

Rockford's arts and culture scene is one of many facets. Whether it's a trip to J. R. Kortman's, a small, upscale shop and gallery in downtown Rockford, a day spent at the **Rockford Art Museum**, or a night at the theatre, Rockford has something for every taste.

The Rockford Art Museum offers 17,000 square-feet of space for feature exhibitions and permanent collections, making it **one of the largest art museums in Illinois** outside of Chicago. A different kind of art, the natural gardenscape at Anderson Japanese Gardens (AJG) is equally inspiring as a classic painting or photograph. AJG is continually ranked as one of the **top Japanese gardens in the United States** and is designed so that the visitor becomes one with the garden. No wonder Rockford is coined the "City of Gardens"—offering beauty to explore all year long at the region's local museum campuses, forest preserves, arboretums, and paths along the beautiful Rock River.



Starlight Theatre, Rockford's home to musical theatre sits among the green, rolling hills on the campus of Rock Valley College. In downtown Rockford, the **Historic Coronado Theatre** continues to wow audiences with its architecture just as much as the performers wow them with their acts. Since 1927, it has been known as "Rockford's Wonder Theatre."

Speaking of dazzling architecture, the unique design abilities of Frank Lloyd Wright are on display at the **Laurent House**. Other great history-rich sites include Macktown Living History Education Center, Ethnic Heritage Museum, and Tinker Swiss Cottage. All three give a glimpse into a time gone by in the Rockford Region.

Outdoor Adventures:

Get adventurous outdoors. Walk, bike, or hike through the city's parks and green spaces. There's such a variety of abundant gardens to explore right here in the Forest City. Be sure to get inspired at one of these great outdoor spaces that help us get the reputation as the "City of Gardens." Embrace tranquility at the Nicholas Conservatory & Gardens, **the third-largest conservatory in Illinois**, or soak in the labyrinth of trees and flowers at the Klehm Arboretum & Botanic Garden.

The **Forest Preserves of Winnebago County** is one of the best systems in Illinois with more than 10,000 acres of natural and recreational areas, lakes, rivers, and forests to explore. From watching migratory birds to boating at **Rock Cut State Park**, you're sure to discover all the outdoor adventures in Rockford.



Canoeing and kayaking on the Rock River, Kishwaukee River, and throughout the region continues to grow in popularity. Whether you are novice or an expert on the waters, there is something for everyone. Larsen's Landing Outfitters and Rocktown Adventures both specialize in exciting, outdoor experiences for all age levels.

Severson Dells is one of the premier outdoor adventure spots with several hiking trails and an interactive kids' area that allows children to explore their natural environment in a variety of unique games and activities.

If you are looking for a unique adventure, head over to **West Rock Wake Park** and hop on one of Rockford's newest and coolest attractions. At West Rock, you can wakeboard on Levings Lake thanks to its cable system.

Rockford Family Fun:

If you have a need for speed, head over to the **Rockford Speedway**, one of only two NASCAR-sanctioned tracks in Illinois. Their quarter-mile oval hosts crazily entertaining demolition derbies and other specially themed events throughout the year.

How about cheering on our championship water ski show team at a free performance? The **Ski Broncs** perform on the waters of the Rock River every Wednesday and Friday night in the summer.



Or visit Jane, a 65-million-year-old T. rex, at the **Burpee Museum of Natural History**. She was found in the Badlands of Montana and is one of the most significant dinosaur discoveries in the history of paleontology.

Experience a world of hands-on investigation and fun-filled exploration at the **Discovery Center Museum**, with more than 250 hands-on art and science exhibits, planetarium, TV studio, special events, traveling exhibits, and entertaining classes for children and families. The outdoor science park features 8,000 square feet of excitement

including a two-story maze, water play area, dinosaur fossil dig pit, and a Secret Garden.

Experience Rockford Restaurants Scene:

Take the time to experience what is being created by our foodie artisans indoors and outside throughout the region. Whether you're in the mood for old-world Italian cuisine, some quick fast food, or hearty comfort food, the [Rockford region's restaurants](#) will satisfy your appetite with truly tasty options and original flare. We are sharing experiences, traditions, and culture—and we are ready to host you.

Dynamic Neighborhoods:

Located within [Winnebago County](#), there are several unique surrounding villages and cities that form the Rockford Region, each with its own history, restaurants, and attractions. Explore some of the distinctive, community-driven neighborhoods that make our city so unforgettable:

- City of Loves Park
- City of South Beloit

Position Specification
Director of Marketing & Communications – Rockford University

- Village of Cherry Valley
- Village of Machesney Park
- Village of Pecatonica
- Village of Rockton
- Village of Roscoe
- Village of Winnebago

Rockford boasts an idyllic setting to work and live in. Historical landmarks, parks, a lively art scene, museums, and annual festivals—whether you’re a foodie, amusement park adrenaline-junkie or art enthusiast, there’s something for everyone here in [Rockford, Illinois](#).

Application Instructions:

For immediate and confidential consideration, please submit applications no later than **March 9, 2023, by 6:00 p.m. (CST) to the [Rockford University Application Page](#)**. Completed applications should include: 1) a current resume, 2) a cover letter, and 3) three (3) references. Review of resumes will begin immediately and continue until the position is filled.

All inquiries about the position should be directed to Trey Wright, Managing Partner with Kaye/Bassman at twright@kbic.com and/or highered@kbic.com

Salary is commensurate with experience. Rockford University offers competitive pay and a full benefits package that includes Health, Dental and Vision insurance, Retirement Plan, paid vacation, sick, and holidays.

Contact Information:

Trey Wright
Managing Partner & Practice Leader
Kaye/Bassman International Corp.
Phone: (972) 265-5338 – Direct
Email: twright@kbic.com and/or highered@kbic.com

Rockford University has partnered with Kaye/Bassman to provide executive search services for the University.

Rockford University's search committees and hiring managers are especially interested in candidates who through their teaching, research and /or service will contribute to the diversity and excellence of our academic community. Rockford University is committed to being an Equal Opportunity Employer.