Haverford College is seeking a vice president for marketing and communications ("VPMC"). Inspired by our mission and aligned with our values of trust, concern, and respect, this individual will be the College’s chief communications strategist. This senior executive role is charged with developing and deploying marketing and messaging that strengthen College operations; enhance the College’s stature and visibility as a pre-eminent values-based, national liberal arts college; and support student recruitment as well as alumni/constituent relations.

As a member of the president’s Senior Staff, the VPMC will provide vision, insight, and collaboration on issues affecting the entire college, including via the VPMC’s role in co-staffing the Board of Managers’ External Affairs Committee. The VPMC will exhibit the highest standards of excellence and integrity and will advance Haverford’s diversity, equity, inclusion, and antiracism goals. You will work with a dynamic and experienced senior team, led by President Wendy Raymond.

The ideal candidate for the newly created role of VPMC will be a creative, collaborative team player. President Raymond seeks a person who will thrive as an individual leader as well as across many partnerships, including with Senior Staff, the College Communications team, Board of Managers, and across students, faculty, and staff, as well as alums, families, and friends. The VPMC should be comfortable with the unknown and unexpected – a fundamental aspect of contemporary higher education – ready to lead and adapt proactively and responsively to advance Haverford College’s strategic goals.

Haverford’s mission and values, superbly talented faculty, students, and staff, and proximity to the vibrant city of Philadelphia distinguish us from most small liberal arts colleges. Leveraging these assets is at the heart of our new strategic plan—Better Learning, Broader Impact—Haverford 2030. The plan, adopted in December 2022, is foundational to our next fundraising campaign and chapter of institutional development, leading us into Haverford’s third century.

Our values of integrity, mutual respect, ecological and institutional sustainability, and community play out on a campus committed to equity, intellectual and holistic growth, and contributing to the greater good. We work hard and smart, and, guided by our values, we work through and across differences to provide our students with an unparalleled undergraduate liberal arts education.
MISSION

Haverford College offers students better learning for broader impact as scholars, creators, citizens, and practitioners. Committed to critical inquiry and ethical practice in local and global settings, we foster an inclusive intellectual learning community to prepare students for lives of integrity, ambition, and purpose.

ABOUT HAVERTFORD COLLEGE

Haverford College was founded in 1833 by Quakers for whom academic excellence, offered in a setting of tolerance and mutual respect, would serve a larger goal of “educating the whole person.” A secular institution since 1848, Haverford’s Quaker origins meaningfully inform many aspects of life at the College. This influence is shown most clearly in the close relationship among members of the campus community, the emphasis on integrity, the interaction of the individual and the community, the commitment to shared governance, and developing students’ capacities both intellectually and to contribute to the greater good.

The College is known for its academic excellence, student-run academic and social Honor Code, and beautiful arboretum campus near a vibrant major city. Haverford is consistently considered among the top colleges in the country. Its rigorous liberal arts academic program focuses on individual growth, intellectual exploration and discovery, and pushing the boundaries of each field. Most classes are taught seminar style with an emphasis on discussion. All students complete a senior thesis project. The Haverford faculty is composed of more than 160 scholars at the top of their fields. The absence of teaching assistants and graduate students means the focus of the education is squarely on the student, with professors working side-by-side with students to do high-level research.

Haverford's ~1,450 students enjoy the many benefits of living and learning in a diverse community made up of students from nearly every state and more than 40 nations, where 45% identify as people of color, 39% are US-based students of color, and more than 25% speak a language other than English at home. Haverford has a commitment to improving access for first-generation and low-income students. In addition to meeting the full demonstrated financial need of all admitted students, the College has invested in partnerships with community-based organizations to attract and support students from a variety of socioeconomic backgrounds. Forty-seven percent of students receive some form of financial aid and more than 44% receive a college grant averaging around $56,000. Haverford is also committed to minimizing debt upon graduation, including a no-loans policy for students with family income below $60,000/year.

Haverford College is located in Haverford, Pennsylvania, eight miles from downtown Philadelphia. The campus consists of 200 acres of award-winning architecture and landscaping, more than 50 academic, athletic and residential buildings, a 2.2-mile public Nature Trail, and a nationally recognized arboretum with 400 species of trees and shrubs, a 3.5-acre Duck Pond, gardens, and wooded areas. Two adjacent train lines offer speedy
transportation to Philadelphia. The College enjoys strong consortial relationships with nearby Bryn Mawr and Swarthmore Colleges as well as the University of Pennsylvania.

LAND ACKNOWLEDGMENT

We at Haverford College recognize that we live and work on Lenape land and pay respect and honor to the caretakers of this land, from the time of its first human inhabitants until now, and into the future. We seek to maintain and build upon our current and ever-evolving connections with members of Lenape tribes and communities, in recognition of our intertwined histories and with a goal of moving toward right relationship between the Haverford of today and Lenape peoples.

DIVERSITY, EQUITY, INCLUSION, AND ANTI-RACISM

Haverford’s mission includes a “commitment to excellence and a concern for individual growth,” which begins with an active investment in people, policies, pedagogies, and practices that support diversity, justice, equity, inclusion, and antiracism. The College boasts an engaged, interested, and dedicated community of learners, teachers, and doers who are navigating complex calls towards social justice while building upon long-standing Quaker values of unique individuality, diversity, and equality. The VPMC will join a team of leaders with a combination of expertise, experience, and dedication to diversity, inclusion, and antiracism work. We welcome and invite applications from candidates who share the team’s enthusiasm for the College’s mission and who are ready to inspire, lead, and support the College’s commitment to inclusive excellence.

LEADERSHIP

Wendy Raymond
President and Professor of Biology

Wendy Raymond has been president of Haverford College since July of 2019. A graduate of Cornell University and Harvard University, she is an accomplished molecular biologist and teacher who joined Haverford after serving in multiple leadership capacities at Williams College and Davidson College. Since coming to Haverford, Raymond has initiated a comprehensive reinvestment in Haverford’s values-based, liberal arts core by enhancing student access and support, broadening opportunities for engagement with greater Philadelphia and the globe, expanding commitments to sustainability, and deepening inclusive excellence across Haverford by creating the division of Institutional Diversity, Equity, and Access. She led the development and finalization process of Haverford’s new strategic plan, Better Learning, Broader Impact – Haverford 2030, and has raised over $50M toward the College’s forthcoming comprehensive fundraising campaign.
COLLEGE COMMUNICATIONS

College Communications currently consists of 10 dedicated professionals in the following units:

- Admission Communications manages engagement with prospective students and their families in partnership with our Office of Admission and Financial Aid.
- Digital Media documents the life and work of Haverford and its people through still photography and videography.
- News & Media Relations produces and distributes news and information about Haverford through College platforms and third-party news organizations.
- Print Production manages the design and publication of collateral material for departments campus-wide.
- Web Communications manages www.haverford.edu and associated web-based solutions.

College Communications is responsible for the College’s overall imaging and strategic positioning in the marketplace. It is guardian of the Haverford brand, and partners with College leadership in the drafting and distribution of institutional communiqués.

ROLE OF THE VICE PRESIDENT FOR MARKETING AND COMMUNICATIONS

Reporting directly to the president and serving as a member of the Senior Staff, the VPMC will lead the strategic development, articulation, and dissemination of Haverford’s mission and identity, messaging across the College’s internal and external audiences.

The Vice President will be supported by the following direct reports:
- Associate Vice President for College Communications
- Editorial Director
- Photo Editor/Digital Assets Manager
- Director of Web Communications
- Publications Producer

The VP and their team will also work closely with the following dual-reports:
- Admission Communications Specialist (also reports to VP and Dean of Admission and Financial Aid)
- Director of Campaign and IA Communications (also reports to VP for Institutional Advancement)

The VP joins the president’s Senior Staff, which also includes:
- Chief Information Officer
- Provost
- Vice President and Chief of Staff
- Vice President and Dean of Admission and Financial Aid
- Vice President and Dean of the College
- Vice President for Finance and Administration
- Vice President for Institutional Advancement
- Vice President for Institutional Equity and Access

Opportunities and Challenges

The VPMC will:

- Lead and advance Haverford’s marketing, communications, and branding initiatives to enhance the College’s regional, national, and global visibility and reputation.
- Develop a strategic communications plan that ensures a clear understanding of Haverford’s mission and values among all stakeholders, including existing and potential students, faculty, staff, alums, families, donors, opinion leaders within the greater education community, and the public, with particular focus on supporting and enhancing the communications work of the Offices of the President, Admission, and Institutional Advancement.
- Provide the strategic vision, development, and successful execution of positioning Haverford’s brand, including visual identity and strategic messaging, to reflect the goals and achievements of our *Haverford 2030* strategic plan.
- Manage crisis and situational communication in collaboration with Senior Staff and other key colleagues by serving as the college spokesperson and key officer responsible for developing policies, practices, strategies, tactics, and messaging.
- Monitor communication and marketing trends to identify and appropriately implement strategies to ensure the College’s continued visibility with key audiences. Initiate and maintain research and analytics to keep informed of Haverford’s brand position relative to competitors and the effectiveness of marketing and communication activities, including management and measurement of marketing campaigns created internally and/or with external vendors.
- Stay informed of potential marketing and brand challenges to Haverford and higher education generally.
- Lead the generation of content, in collaboration with College leadership, including announcements, columns, op-eds, etc. that assert Haverford’s identity and positions to both internal and external audiences.
- Assist in the development of leadership and department communications vehicles, including student recruiting and fundraising materials, to ensure integration with institutional standards, character, priorities, and overall communications strategy.
- Lead the marketing and communications team, including selecting, developing, mentoring, and giving actionable feedback to staff, to support a team recognized to be among the best of its peers.
- Manage the marketing and communications budgets.
Desired Qualities and Characteristics

The ideal candidate will be a creative and collaborative leader with a record of success in developing and implementing multi-faceted marketing and communications efforts that have successfully positioned and elevated an institution, brand, or company with multiple audiences. The strongest candidates will also bring many of the following complementary skills and experiences to their work:

- Deep respect and passion for undergraduate liberal arts education and resonance with Haverfordian values.
- A strong storytelling approach. Exceptional writing, editing, digital media, and public speaking skills, and the ability to persuade, explain, and inspire in a wide range of cultural contexts.
  - Experience across all delivery channels, including social media.
  - Fluency with communication tools and processes, including video.
- Courage to lead, undaunted by obstacles or inertia.
- Curiosity and imagination to question and transcend assumptions through experimentation and adaptation.
- Change management experience and the ability to lead teams of direct reports as well as communicators in units across campus.
- Experience in successfully managing a brand.
- Strategic mindset and ability to develop and share a vision. Experience developing, implementing, and stewarding a strategic communications plan.
- Experience in successfully leveraging data and analytics to create and improve strategies and tactics. Adept at adopting new technology to advance messaging and increase efficiency.
- Media savvy and a nose for compelling stories as well as relationships with key outlets.
- Expertise in strategic communications and a proactive and anticipatory approach in working closely with an executive to craft persuasive, compelling messages to a wide range of constituencies with a wide range of viewpoints.
- Experience with crisis communications.
- Experience supporting successful fundraising enterprises.
- Strong interpersonal skills and rapport with the president, Senior Staff, Board, faculty, students, and staff.

A bachelor’s degree is required for this position.

COMPENSATION

This is a full-time position on the Haverford College campus in Haverford, PA. The expected salary range for this position is $225,000 - $240,000, commensurate with experience. Haverford College offers an excellent benefits package that includes full family medical (including HSA contributions toward the deductible), dental, vision, and an automatic 10% 403b College retirement contribution as well as other great benefits such as 23 days vacation and 16 paid holidays.
TO APPLY

Susan VanGilder and Lisa Solinsky have been exclusively retained for this search. To express interest in this role please submit a compelling cover letter and resume directly through our Talent Profile. If you wish to nominate a prospective candidate or inquire regarding the role, please use HaverfordVPMC@storbecksearch.com. All applications, inquiries, and discussions will be considered strictly confidential.

Storbeck Search

Susan VanGilder, Co Practice Leader and Managing Director, Education Practice
Lisa Solinsky, Senior Associate
Storbeck Search

Haverford College is an Equal Opportunity/Affirmative Action employer committed to diversity, equity, inclusion, social justice, and providing equal opportunities and access to all individuals regardless of race, ethnicity, religion, gender identity, sexual orientation, national origin or ancestry, age, marital status, disability, or veteran status. Women, non-binary and transgender individuals, people of color, Indigenous people, and those with other or multiple historically marginalized and/or underrepresented identities are especially encouraged to apply. Haverford College and our consortial partners are located on Lenape lands.

Studies have shown that women and people of color may be less likely to apply for jobs unless they meet every one of the qualifications listed. We are most interested in finding the best candidate for the job. We would encourage all interested individuals to apply, even if they do not meet every one of our listed criteria. If you are unsure whether you meet the qualifications for this position, please feel free to contact Storbeck Search to discuss your interest in the role.

For additional information about Haverford College, please visit https://www.haverford.edu/.