



COLLEGE OF
CHARLESTON

Chief Marketing Officer
Vice President for Marketing & Communications

Position Profile



The Opportunity

The College of Charleston seeks a strategic and innovative Chief Marketing Officer & Vice President for Marketing and Communications (CMO & VP) to lead an integrated marketing and communications enterprise that advances the College's mission, vision, and strategic priorities. Reporting directly to the President and serving on the President's Cabinet, the CMO & VP provides executive leadership for the Office of University Marketing and Communications. This role is responsible for strengthening the College's brand, enhancing its national visibility, and ensuring consistent, high-impact engagement with internal and external audiences.

The CMO & VP will partner with academic and administrative leaders to align messaging and initiatives with institutional goals. The successful candidate will assess and enhance organizational structure, processes, and resources to build a modern, data-informed, and results-driven marketing and communications function.

Key Responsibilities

- › Lead the development and execution of a comprehensive, integrated marketing and communications strategy.
- › Strengthen and elevate the College's brand and reputation across diverse audiences.
- › Serve as a senior advisor to the President and Cabinet on communications strategy and issues management.
- › Build and lead a high-performing, inclusive team, fostering collaboration and accountability.

Required Qualifications

- › Minimum of 10 years progressive leadership experience in marketing, communications, or related fields.
- › Bachelor's degree in marketing, public relations, or a related field.
- › Strong understanding of and experience with digital and traditional marketing, with a focus on measurable outcomes.
- › Experience building or repositioning a brand and translating institutional values into a compelling narrative.
- › Demonstrated success leading integrated marketing and communications functions in complex organizations.



About the College of Charleston

The College of Charleston is one of the nation's oldest and most distinguished public universities. Located in the heart of historic Charleston, South Carolina, the College combines a nationally recognized liberal arts and sciences foundation with innovative professional and graduate programs. With approximately 11,000 undergraduate students and 1,000 graduate students, the institution is known for its rigorous academic environment, student-centered culture, and commitment to experiential learning, research, and community engagement. The College's picturesque urban campus, strong alumni network, and deep connections to the cultural and economic life of Charleston create a distinctive educational experience that attracts students, faculty, and staff from across the country and around the world.

Mission

Founded in 1770, the College of Charleston's mission is to provide students with a world-class education in the arts and sciences, business and technology, engineering and health sciences.

Vision

The College of Charleston will be a transformative national university redefining liberal arts education through innovation.

Core Values

The College of Charleston's Core Purpose is to pursue and share knowledge through study, inquiry and creation in order to empower the individual and enrich society.

- › **Integrity:** We take accountability for our actions and adhere to the highest ethical standards in all our professional obligations and personal responsibilities. We demonstrate respect for self, others and place.
- › **Academic Excellence:** We are committed to a dynamic intellectual community, high academic standards, strong academic programs, exceptional teacher-scholars, engaged students and lifelong learners.
- › **Liberal Arts Education:** We encourage intellectual curiosity and foster each student's ability to think creatively and analyze, synthesize, apply and communicate knowledge from many sources.
- › **Respect for the Individual:** We create and nurture a globally-oriented academic community, whose members value and respect one another.
- › **Student Centeredness:** We are devoted to nurturing thriving scholar-citizens through the intellectual, ethical and social development of each individual student.
- › **Innovation:** We act with an entrepreneurial spirit to imagine and implement creative, bold and sustainable solutions in our pursuit of excellence and continuous improvement.
- › **Public Mission:** We demonstrate social responsibility in meeting the educational and professional needs of our community, our state, our nation and the world.

Strategic Plan

During the strategic planning process, the campus community identified three key pillars for a lasting future.

- › **Student Experience and Success:** Our goal is to enhance every student experience and success, providing easy, centralized access to academic support resources and access to physical, emotional, social and financial wellness services. Our greatest purpose is to create a welcoming environment where all students feel they belong.
- › **Academic Distinction:** Academic distinction is earned through an integrated, interdisciplinary, experiential liberal arts core that equips every student to succeed academically and professionally in a globally connected world.
- › **Employee Experience and Success:** In addition to creating a sense of purpose and belonging for all, we're committed to addressing compensation, salary compression and cost of living.

Leadership & Administration

Along with 20 members of the Board of Trustees, President Andrew T. Hsu is responsible for the overall direction of the College. His efforts are supported by the College's administrative officers and deans. Collectively, the president, the trustees and the senior administrators represent a wealth of professional experience and expertise. Individually, each shares an enduring respect and an abiding admiration for the College of Charleston.



College at a Glance

The Basics

- › Founded in 1770, the College of Charleston is the oldest educational institution south of Virginia, and the 13th oldest in the US.
- › Undergraduate Enrollment: 10,660
- › Graduate Enrollment: 1,069
- › Student-Faculty Ratio: 14.5:1
- › President: Andrew T. Hsu, PhD

Academics

- › 69 majors
- › 88 minors
- › 7 undergraduate certificates programs
- › 20 master's degree programs
- › 10 graduate-level certificate programs
- › 3 doctoral degree programs

Academic Divisions

- › School of the Arts
- › School of Business
- › School of Education
- › School of Engineering, Computing, and Mathematics
- › School of Health Sciences
- › School of Humanities and Social Sciences
- › School of Languages, Cultures, and World Affairs
- › School of Natural and Environmental Sciences
- › Honors College
- › The Graduate School of the College of Charleston

About Charleston, South Carolina

Consistently recognized as one of the nation's most desirable and livable cities, Charleston, South Carolina, offers a unique blend of historic charm, cultural richness, and economic vitality. Situated along the Atlantic coast, Charleston is renowned for its preserved architecture, vibrant arts and culinary scenes, and distinctive coastal landscape. The city's walkable historic district, waterfront setting, and year-round temperate climate contribute to an exceptional quality of life that attracts residents and visitors from around the world.

Beyond its historic appeal, Charleston is a dynamic and growing metropolitan region with a strong and diversified economy anchored by technology, healthcare, tourism, advanced manufacturing, logistics, and higher education. The city is home to a highly engaged civic and business community and offers abundant opportunities for professional collaboration and community involvement. For the College of Charleston, the city serves as both a living laboratory and an integral partner, providing students, faculty, and staff with access to internships, research opportunities, cultural institutions, and a broad network of regional and national organizations.



Application & Nomination Process

Greenwood Asher & Associates® is assisting the College of Charleston in this search. Applications and nominations are now being accepted. Initial screening of applications will begin immediately and will continue until an appointment is made. To ensure full consideration, applications and nominations should be provided by **July 27, 2026**. Application materials should include:

- › Letter of interest that clearly states the applicant's qualifications for the position
- › Current résumé/curriculum vitae

Please submit full application packets [here](#).

We strongly encourage submitting application materials as PDF attachments. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected.

Nominations and confidential inquiries can be sent to:

Kyle Pybus-Jerome, Senior Executive Search Consultant

kylepybusjerome@greenwoodsearch.com

Jeremy Duff, Vice President of Executive Search

jeremyduff@greenwoodsearch.com

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