

Senior Assistant Vice President, Integrated Marketing Communications

Position Profile





The Opportunity

Old Dominion University (ODU) invites nominations and applications for a strategic, innovative, and highly collaborative leader to serve as the next Senior Assistant Vice President for Integrated Marketing Communications. This is a pivotal executive-level role reporting to the Vice President for University Communications and Chief Marketing Officer, responsible for driving an integrated and data-informed marketing strategy that advances the University's brand, supports institutional priorities, and enhances ODU's visibility and reputation locally, nationally, and globally.

The Senior Assistant Vice President will lead the development and implementation of a comprehensive, university-level integrated marketing communications plan—managing the full spectrum of marketing efforts including creative services, photography and videography, web and digital strategy, academic programmatic marketing, and brand marketing. A key responsibility is the coordination and integration of marketing across academic and administrative units, including medical marketing, and in alignment with the University's strategic initiatives.

This opportunity calls for a transformational leader who will assume a central role in launching and sustaining ODU's new brand identity and strategy. The successful candidate will act as second-incommand to the Vice President and provide executive-level guidance, oversight, and representation. They will bring deep marketing expertise, collaborative leadership, and operational excellence to inspire a high-performing team and position ODU as a national leader in integrated marketing strategy and brand stewardship.

Responsibilities

The Senior Assistant Vice President for Integrated Marketing Communications will:

- Develop and lead an integrated, University-wide marketing plan that promotes the institution's mission and ensures cohesive brand identity across all channels.
- Oversee strategic planning for their portfolio on behalf of the Vice President for University Communications.
- Lead and manage key marketing functions: Creative Services, Photography and Videography, Web and Digital Strategy, Academic Programmatic Marketing, Brand Marketing, and Integrated Marketing Communications.
- Partner closely with the Assistant Vice President for Public Relations to align communications strategies and address media-related issues.
- Serve as second-in-command to the Vice President, participating in executive-level meetings and guiding strategic marketing initiatives in their absence.
- Build and lead a high-performing, collaborative marketing team through clear vision, priority setting, performance accountability, and professional development.
- Direct and evaluate University-wide advertising campaigns, ensuring brand-aligned creative, execution, measurement, and return on investment.
- Lead marketing research, data analysis, and insights to inform strategy and assess audience engagement and competitor positioning.
- Support brand, enrollment and academic program marketing, including oversight of the Director for Academic Marketing and Assistant Director of Marketing.
- Oversee and maintain the University's main website to ensure consistent branding, optimal user experience, and strategic content development.
- Guide the implementation and maintenance of a new University brand strategy and visual identity.
- Coordinate with IT and external vendors to identify, implement, and evaluate marketing tools and services.
- Manage integrated marketing communications planning, budgeting, policy development, and interdepartmental collaboration.
- Serve on institutional marketing committees and provide marketing leadership across University departments.
- Establish and monitor marketing goals, KPIs, and monthly reporting to executive leadership.
- Other duties as assigned in alignment with the position's senior rank and departmental mission.

Qualifications

Required Qualifications:

- Graduate degree (Master's or higher) in marketing, communications, public relations, or a related field.
- A minimum of 7 years of progressively responsible experience in strategic marketing and communications, including at least 5 years in a senior leadership role within a complex organization.
- Demonstrated success leading integrated, multichannel marketing strategies aligned with institutional goals such as enrollment growth, brand awareness, and stakeholder engagement.
- Extensive experience in digital engagement and content strategy, including web, social media,
 video, and emerging platforms.
- Proven ability to build, lead, and mentor cross-functional marketing teams across a large, matrixed organization.
- Strong grasp of brand development, storytelling, and data-informed marketing strategies that support institutional positioning.
- Demonstrated ability to manage budgets and lead vendor/agency partnerships to deliver high-impact campaigns.
- Excellent interpersonal and organizational skills with a track record of building productive relationships with academic leadership, faculty, and administrative units.
- A commitment to creating marketing messages and workplace practices that reflect and promote a welcoming community.

Preferred Qualifications:

- Experience in higher education marketing leadership, with a demonstrated understanding of academic culture, shared governance, and mission-driven communications.
- Familiarity with enrollment marketing, branding for research institutions, and strategies to reach prospective students, families, and donors.
- Experience implementing enterprise-level website redesigns or rebranding campaigns.
- Proficiency with marketing analytics tools, CRM systems, and data dashboards to evaluate campaign effectiveness and optimize performance.
- Demonstrated ability to manage marketing operations in alignment with institutional strategic planning and accreditation requirements.



About University Communications

The Division of University Communications at Old Dominion University shares the institution's vision and achievements with both the campus community and the global audience. By leveraging news, media relations, marketing strategies, photography, video, and a variety of digital platforms, University Communications showcases the accomplishments of Old Dominion University's students, faculty and staff, and builds enduring connections with Monarchs past, present and future.

University Communications is a centralized team serving the communications and marketing needs of campus partners such as enrollment, colleges and schools, student life and more. While employing a service model, the division also generates its own work to tell the inspiring story of Old Dominion University. University Communications manages the Old Dominion University brand –launching this Summer– and executes brand marketing campaigns and academic graduate program recruitment campaigns.

In the past three years, the University Communications team has grown from less than 20 members to 45 talented professionals. This expansion includes experts in news and copywriting, photography, videography, web content, media relations, social media, marketing strategy, graphic design, magazine editing, and trademark licensing. The division also includes a marketing and communications team dedicated to Macon & Joan Brock Virginia Health Sciences at Old Dominion University – the Commonwealth of Virginia's largest academic health sciences center.

For more information, please visit here.



About Old Dominion University

Old Dominion University (ODU) is forward-focused on first generation students, fourth-generation veterans, the next generation of risk-taking entrepreneurs and researchers, future educators and artists who color the world. Nationally recognized for excellence in academics, social mobility and military friendliness, ODU is a waterfront campus located in Norfolk, Virginia. ODU is Virginia's forward-focused public doctoral research university, with nearly 24,000 students, a top R1 research designation, rigorous academics, and an energetic, diverse campus community.

In 2021, ODU achieved Research 1 (R1) designation, the highest level of research activity, awarded by the Carnegie Classification of Institutions of Higher Education. The University generates over \$78 million annually in research and sponsored-program expenditures, reflecting its rapidly growing research enterprise.

In July of 2024, Eastern Virginia Medical School integrated into Old Dominion University. This integration created the Commonwealth of Virginia's largest academic health sciences center, Macon & Joan Brock Virginia Health Sciences at Old Dominion University. This center brings five academic colleges and schools together: Ellmer College of Health Sciences, Ellmer School of Nursing, Eastern Virginia Medical School, EVMS School of Health Professions, and Joint School of Public Health, (a partnership with Norfolk State University). The EVMS Medical Group is also a part of the academic health sciences center at Old Dominion University.

In the next five years, ODU will focus on growing its reputation in a competitive educational landscape by attracting a wider pool of undergraduate and graduate students. This will be achieved through the development of new majors and degree programs that meet rapidly evolving workforce demands. Expanding partnerships with industry and government is another strategic priority, essential for advancing ODU's R1 status. To learn about ODU's Mission, Vision, Core values, and Community Commitment, visit here.

Strategic Plan (2023 – 2028)

ODU's five-year strategic plan, "Forward-Focused: Where Innovation Meets Possibilities," is structured around seven core areas: Academic Excellence, Branding, Marketing, and Communication, Corporate/Community Partnerships and Economic Development, Philanthropic Giving and Alumni Engagement, Research Growth, Strategic Enrollment Growth, Student Engagement and Success.

The plan includes detailed strategies and KPIs that are publicly available on the university's strategic plan website.

One of just 5% of universities nationwide to earn top research classification

37

SCHEV-approved outstanding faculty members

Intercollegiate **Athletic Teams**

Total Degree Programs

130

Programs and certificates offered through ODUGlobal, online learning

Student-to-Faculty Ratio

BILLION

Economic Impact in Virginia

200+ 175,303

Student Organizations

Global Alumni Network



About Norfolk, Virginia

Norfolk, Virginia is a vibrant coastal city with a population of approximately 229,302 spread over 66 square miles. Despite a slight population decline in recent years, Norfolk remains a dynamic urban center within the Hampton Roads metropolitan area. The city's defining feature is its 144 miles of shoreline, including seven miles of scenic beaches along the Chesapeake Bay and various rivers and lakes that offer recreational and economic opportunities. Norfolk's coastal charm is complemented by its historic maritime heritage and modern waterfront developments, such as Waterside District and Town Point Park, which host a variety of cultural and community events year-round.

Norfolk also has a rich naval presence, being home to the world's largest naval base, Naval Station Norfolk, which serves over 62,000 active-duty personnel. This military influence is a key part of the local economy and culture, alongside other industries such as shipbuilding and logistics.

In addition to its military connections, Norfolk's cultural scene is vibrant, with museums like Nauticus, home to the USS *Wisconsin*, and the city's numerous waterfront festivals, which attract both locals and visitors.

Norfolk is one of seven cities that make up the region known as "Hampton Roads." Other Hampton Roads cities, in which many students, faculty and staff commute to Old Dominion University, include Chesapeake, Hampton, Portsmouth, Newport News, Suffolk, Poquoson, Virginia Beach and Williamsburg. While each city offers its own history, culture and neighborhood vibe, Hampton Roads is known for its sense of community and coastal lifestyle. To learn more about Norfolk, visit here.

Nomination and Application Process

Greenwood Asher & Associates is assisting Old Dominion University in this search. Applications and nominations are now being accepted.

Compensation

The salary is competitive and commensurate with qualifications and experience.

How to Apply

Julie Holley and Lois Stetson with Greenwood Asher & Associates are assisting Old Dominion University on this search. Applications and nominations are now being accepted. Application materials should include:

- A letter of interest that clearly states the applicant's interest and qualifications for the position; and
- A current résumé/curriculum vitae

We strongly encourage submitting application materials as separate PDF attachments. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

All application materials should be submitted through the Greenwood Asher & Associates e-mail at: ODU-IMC@greenwoodsearch.com. For best consideration, please submit materials by July 18th, 2025.

Nominations, inquiries, and questions regarding the application process should be directed to:



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LEARN MORE ABOUT Old Dominion University



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Greenwood Asher & Associates

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It is the policy of Old Dominion University to provide equal employment, educational and social opportunities for all persons, without regard to race (or traits historically associated with race including hair texture, hair type, and protective hairstyles such as braids, locks, and twists), color, religion, sex or gender (including pregnancy, childbirth, or related medical conditions), national origin, gender identity or expression, age, veteran status, disability, political affiliation, sexual orientation or genetic information. Minorities, women, veterans, and individuals with disabilities are encouraged to apply.