



Vice President of Strategic Communications



Position Profile

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The Opportunity

EducationDynamics (EDDY) is the transformative strategic partner that helps colleges and universities meet the challenges and opportunities of serving today's modern learner. Guided by its mission to expand opportunities through education by helping institutions understand, engage, and serve all students, EDDY integrates marketing, enrollment, and communications expertise to advance student success and institutional growth.

As the higher-education landscape continues to evolve—shaped by shifting demographics, increased competition, and complex reputational dynamics—strategic communication has never been more critical. The Vice President of Strategic Communications will serve as the senior leader responsible for public-relations strategy, issues management, crisis communications, and high-stakes institutional messaging across the agency's extensive higher-education portfolio.

This executive will serve as a trusted advisor to client presidents, boards, and senior leaders while mentoring a team of communications professionals and shaping EDDY's strategic direction. This is a defining opportunity to influence national conversations around higher-education reputation and leadership communications while collaborating closely with the agency's marketing and brand teams to deliver integrated, impactful solutions.

The position is virtual, with periodic travel to client sites, conferences, and agency meetings.

The Opportunity

Opportunities & Expectations

The Vice President of Strategic Communications will be a visible and trusted leader within EDDY and across its client network. Key opportunities and expectations include:

- **Cultivate trusted relationships with client leadership.** Engage directly with college and university presidents, boards, and communications officers to protect and enhance institutional reputation.
- **Serve as a strategic advisor to the CEO and executive team.** Function as a sounding board to senior leadership, providing balanced, apolitical guidance and clear judgment in sensitive situations.
- **Lead high-impact strategic communications planning.** Develop integrated communication frameworks that align with institutional missions and EDDY's marketing initiatives.
- **Advance issues and crisis management excellence.** Design and execute rapid-response protocols for emerging crises such as campus protests, data breaches, or leadership transitions while ensuring consistent and ethical messaging.
- **Mentor and empower teams.** Lead, build, and develop a high-performing team of strategic communications professionals through mentorship, collaboration, and a culture of proactivity and innovation.
- **Champion integration and innovation.** Work closely with leaders of Brand & Marketing and Operations to strengthen alignment and introduce forward-thinking practices that leverage technology for efficiency and impact.
- **Represent EDDY nationally.** Promote the agency's thought leadership and advocacy in higher-education communications through conferences, media engagements, and strategic partnerships.



Responsibilities

- Lead the agency's strategic communications function for client partners on mission-critical initiatives and sensitive issues.
- Serve as primary advisor to institutional leaders on reputation, public perception, and media strategy.
- Design and implement rapid-response plans for crisis situations, coordinating multi-channel communications under tight timelines.
- Build and maintain relationships with national and sector-specific media outlets, securing top-tier coverage and thought-leadership placements.
- Oversee media training for institutional leaders, including simulation sessions for challenging interviews and press events.
- Partner with executive leadership to shape agency strategy, culture, and growth while upholding high standards for client deliverables.
- Collaborate with internal leaders to optimize workflows and resource allocation across strategic communications projects.
- Foster cross-team collaboration to ensure alignment between strategic communications, marketing, and brand positioning.

The Opportunity

Responsibilities

Required Experience & Education

- At least ten years of progressive leadership experience in strategic communications, public relations, issues management, or crisis response, preferably within higher education or a mission-driven sector.
- Proven success advising senior executives in high-pressure situations and guiding organizational narratives in complex environments.
- Demonstrated track record of building and leading high-performing teams and cultivating a culture of excellence and innovation.
- Extensive experience developing media relationships and securing coverage in top-tier and industry-specific outlets.
- Bachelor's degree in communications, journalism, public relations, or a related field (required); master's degree preferred.

Key Competencies & Attributes

- **Sound Judgment Under Pressure** – Quickly assesses complex situations and recommends effective, ethical courses of action.
- **Strategic Storytelling** – Translates institutional priorities into compelling, coherent narratives that build trust and engagement.
- **Diplomacy & Discretion** – Operates with confidentiality and poise, navigating sensitive internal and external dynamics.
- **Collaborative Leadership** – Works seamlessly with executive leaders across departments to deliver integrated client service.
- **Crisis Agility** – Anticipates risks, acts decisively, and communicates clearly.
- **Innovative Mindset** – Challenges conventional practices, leverages emerging technologies, and advances data-driven solutions.
- **Relationship Builder** – Builds trust with clients, colleagues, and media partners through authentic engagement and steady leadership.
- **Apolitical and Composed** – Maintains focus on mission and outcomes without partisanship; calms the storm in moments of uncertainty.

Nomination & Application Process



Greenwood Asher & Associates is assisting EDDY in this confidential search for the Vice President of Strategic Communications.

The position is virtual, with periodic travel to client sites, conferences, and agency meetings.

To ensure full consideration, applicants should submit materials as soon as possible. Applications will be accepted until the position is filled.

How to Apply

Application materials should include:

- A letter of interest that clearly articulates the applicant's relevant experience and accomplishments in strategic communications, public relations, or higher-education leadership.
- A current CV or resume detailing leadership experience and professional achievements.

Please submit full application packets (letter and CV/resume in PDF format) at: [Application Link](#)

Nominations, and confidential inquiries can be sent to:

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EducationDynamics

Founded on the belief that education changes lives, EDDY is the trusted strategic partner to colleges and universities nationwide, delivering integrated solutions that drive enrollment, enhance reputation, and expand access for today's modern learner. The organization unites expertise in marketing, communications, analytics, and student success to help institutions thrive in an era of transformation.

EDDY's mission is clear: to expand opportunities through education by helping colleges and universities understand, engage, and serve all students. Guided by this purpose, the company combines data-driven insight with creative storytelling and deep industry knowledge to strengthen institutional brands and deliver measurable outcomes.

RW Jones Agency | The Strategic Communications Arm of EDDY

Acquired by EDDY in 2024, RW Jones Agency is a recognized leader in strategic communications for higher education. With experience serving colleges and universities, RW Jones advises presidents, boards, and institutional leaders on high-stakes communications, media relations, and issues management.

Through RW Jones, EDDY provides clients with end-to-end strategic communications support—integrating brand strategy, crisis response, and reputation management to amplify institutional voice and trust. The agency is nationally known for its discretion, depth of judgment, and commitment to advancing the public good through education.



By the Numbers | EDDY Impact

THEY TALK. WE DRIVE IMPACT.

47%

Growing Above Industry Average

Our top clients have exceeded industry's average 5-year enrollment growth by 47%. While higher ed enrollments have declined, our clients continue to grow year-over-year.

30%

Optimizing Enrollment Efficiency

Our clients have reduced their cost-per-start by 30%, demonstrating industry-leading efficiency and unlocking significant cost savings.

+115K

Annual Enrollment Contribution

With a track record of generating over 115,000 enrollments annually, we know what it takes to create an enrollment engine that fuels revenue growth.

93,000

Marginalized students will earn a degree by 2025 with EducationDynamics.

\$4.97 billion

total 5-year economic impact for women and marginalized populations.

93.54%

increased income by 2025 for women impacted by services from EDDY and earn a Bachelor degree.

78.18%

increased income by 2025 for historically underrepresented people impacted by services from EDDY and earn a Bachelor degree.

Estimates and analysis conducted by Social Impact Modeling agency, Impactology, in 2022



Culture and Collaboration

The Strategic Communications division of EducationDynamics reflects the organization's broader culture: mission driven, collaborative, and continually evolving. Building on the legacy of RW Jones, the team brings together experienced strategists from both higher education and agency backgrounds who share a deep commitment to helping institutions communicate with authenticity, clarity, and impact.

As the division transitions, it continues to strengthen its structure and enhance collaboration across functions. The team is intentionally blending established expertise with new perspectives, expanding capacity, and refining internal processes to best serve an increasingly diverse client base. With professionals located across the country, the group embraces a hybrid, flexible model that balances autonomy with connection, maintaining engagement through purposeful communication, mentorship, and shared accountability.

Working in close partnership with EducationDynamics' Marketing & Brand and Operations teams, the Strategic Communications group models the agency's integrated approach to service. Together, they cultivate a culture grounded in integrity, agility, and respect, one that values both strategic excellence and the human element behind every story they help tell.

About Strategic Communications at EDDY



Our Three-Part Framework: Research | Strategy | Action

Research

Through qualitative, quantitative, and mixed-methods inquiry, EDDY helps institutions assess brand awareness, perception, and market viability. Analyses include price sensitivity, persona development, alumni engagement, and audience insights that guide smarter decision-making.

Strategy

Working collaboratively with campus leadership, RW Jones and EDDY interpret data, translate insights, and design forward-looking plans that strengthen reputation, increase engagement, and drive revenue. Strategies are intentionally built to align brand identity with institutional priorities and prepare organizations for the future.

Action

The team executes comprehensive communications and marketing initiatives that shift perception, raise awareness, and elevate reputation. Whether guiding presidents through leadership transitions, supporting teams during change, or providing media-training workshops, EDDY empowers partners to communicate confidently and effectively—in the boardroom, on camera, and in the public arena.

Impact and Reach

- **35 + years** serving higher education exclusively
- **Hundreds of institutional partners** ranging from flagship R1 universities to small liberal-arts colleges
- **Nationally recognized** for research-based branding, crisis response, and leadership communications
- **Trusted advisors** to presidents, boards, and senior leaders navigating complex challenges
- **Proven record** of helping partners increase visibility, strengthen mission clarity, and enhance institutional reputation