



WCU
WEST CHESTER
UNIVERSITY

**Associate Vice President
for University Communications
and Marketing**

The Opportunity

West Chester University seeks a dynamic, relationship-driven communications and marketing leader to join the institution as **Associate Vice President for University Communications and Marketing (AVP)**. Under President Dr. Laurie Bernotsky — WCU’s 16th president — the University is advancing an ambitious agenda to strengthen its national profile and better tell the story of what makes WCU distinctly valuable. The Associate Vice President for University Communications and Marketing will be central to that work, serving as the University’s lead communications strategist regarding how WCU presents itself to the world.

The AVP serves as WCU’s principal spokesperson and provides leadership across all dimensions of the University’s public presence — media relations, digital and social media, marketing, branding, publications, photography, and internal communications. The University Communications and Marketing (UCM) team functions as an internal agency, partnering with departments across campus to develop and execute communications strategies that advance institutional goals while maintaining a consistent, compelling brand voice. To learn more about UCM at WCU, visit [here](#).

WCU is currently undertaking a comprehensive institutional branding effort to enable all parts of the university to reach their audiences in ways that are both meaningful to them and deeply connected to the broader university brand. The incoming AVP will join the project early enough to influence its outcome — serving as a champion who translates the new brand into lived practice across every team, channel, and audience. This is a rare opportunity to shape the identity of a public university at precisely the moment it is ready to be seen. To learn more about the rebrand, visit [here](#).



Responsibilities & Duties

The AVP will:

- Serve as the university's chief media strategist and spokesperson, managing external communications and serving as the primary liaison with local, regional, and national media.
- Counsel the president, senior leadership, and key stakeholders on strategic communications, messaging, crisis response, and reputational risk.
- Develop and execute institution-wide communications and marketing strategies that enhance visibility, reputation, and stakeholder engagement.
- Partner closely with the Division of Enrollment Management to align institutional brand strategy, creative direction, and messaging in support of enrollment goals, student recruitment, and retention outcomes.
- Direct proactive media outreach and manage reactive media inquiries, including crisis communications and issues management.
- Lead the development and maintenance of the university's brand identity, ensuring consistent application across all platforms and materials.
- Oversee digital strategy, including web presence and social media engagement, to reach prospective students, alumni, and other key audiences.
- Oversee the creation and dissemination of high-quality publications, including the university magazine, marketing materials, and print services that support institutional goals.
- Establish metrics and evaluate the effectiveness of communications and marketing initiatives, using data to inform strategy and continuous improvement.
- Build and maintain strong relationships with internal and external stakeholders to support storytelling, transparency, and engagement.
- Ensure communications activities reflect best practices in accessibility, inclusivity, and compliance with applicable laws and policies.
- Manage the UCM team and departmental budgets, including the strategic use of marketing resources.
- Oversee vendor management with external agencies and media partners.



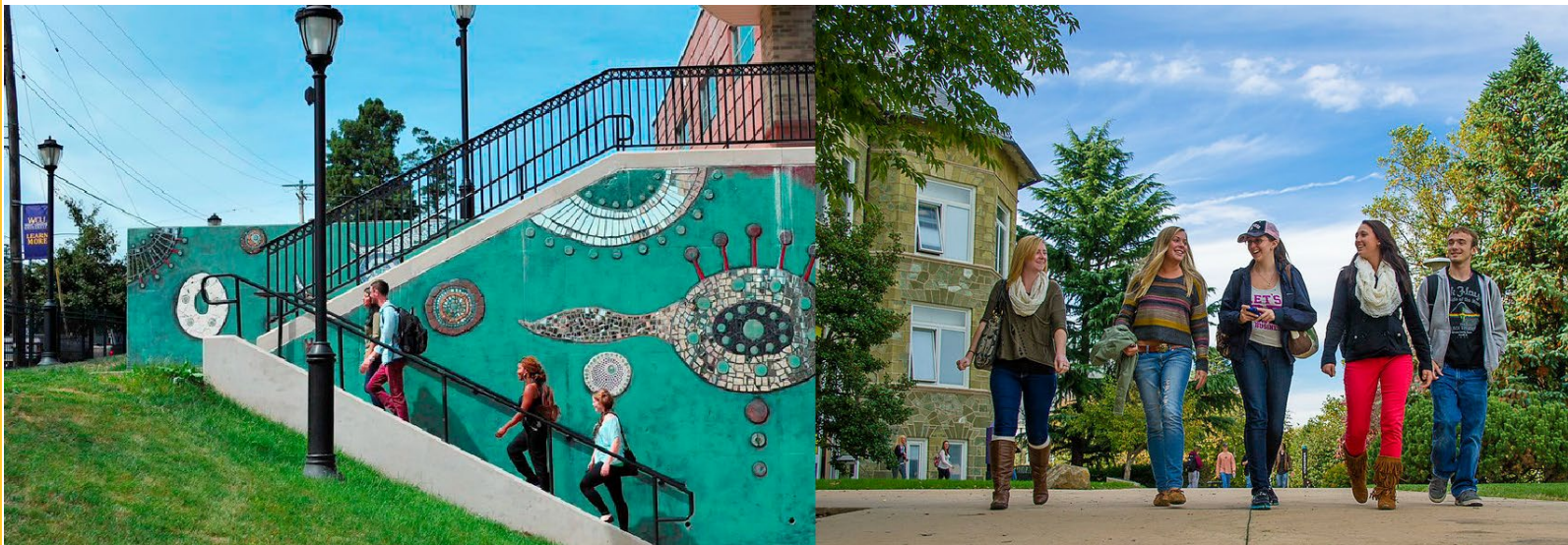
Qualifications

Required Qualifications

- Bachelor's degree in communications, marketing, public relations, journalism, or a related field (master's degree preferred).
- Minimum of 8–10 years of progressively responsible leadership experience in communications, marketing, or public relations, preferably in higher education or a complex organization.
- Demonstrated experience serving as a spokesperson and managing media relations, including crisis communications.
- Proven ability to develop and lead integrated communications and marketing strategies that advance organizational goals.
- Strong leadership and management skills, with experience supervising multidisciplinary teams.
- Exceptional written, verbal, and interpersonal communication skills.
- Experience with digital communications, social media strategy, and brand management.
- Ability to work effectively with senior leadership and exercise sound judgment in high-pressure situations.
- Demonstrated commitment to diversity, equity, and inclusion in communications practices.

Preferred Qualifications

- Demonstrated technical skills in relevant technology (CRM systems, SharePoint, Data Analytics/Dashboards, Marketing tools).
- Experience integrating emerging technologies, including AI tools, into communications strategies.
- Experience in the greater Philadelphia media market.



About West Chester University

West Chester University sits on 409 acres in the historic borough of West Chester, Pennsylvania — a vibrant, walkable community 25 miles west of Philadelphia. The University enrolls more than 14,300 undergraduates and 2,800 graduate students across seven colleges: Arts and Humanities, Health Sciences, Sciences and Mathematics, Business and Public Management, Education and Social Work, University College, and the Wells School of Music. With 118 baccalaureate, 103 master's, and 4 doctoral programs delivered by more than 1,000 faculty, WCU offers exceptional breadth for a regional university.

WCU extends its reach beyond the main campus through a Center City Philadelphia location offering undergraduate programs in social work and nursing, alongside a top-ranked graduate program in social work, public administration, and transformative education and social change — meeting students where they are across the region. The University's commitment to student success goes well beyond the classroom. WCU operates speech, hearing, autism, and reading clinics, a mental health clinic affiliated with its Psy.D. program, a planetarium, and one of the most extensive music libraries in the region. Its performing and visual arts programs are nationally recognized, and the University is consistently cited for its affordability and the strong return on investment it delivers to graduates.

As the flagship of Pennsylvania's State System of Higher Education, WCU has maintained remarkable stability in enrollment, finances, and leadership — a track record that reflects both institutional strength and deep community trust. In the most recent Carnegie Classification, the University was recognized as a Research 2 institution, reflecting high research spending and strong doctoral production. WCU holds accreditation from the Middle States Commission on Higher Education, with programs accredited by 20 bodies including AACSB, CAEP and the Pennsylvania Department of Education.



The Borough of West Chester

The borough of West Chester is the county seat of Chester County — a region consistently recognized for its quality of life, strong schools, and deep civic pride. Chester County has earned the designation of Pennsylvania's #1 Tech Hub, reflecting a regional economy that values innovation and workforce development. Chester County residents are among the healthiest and best-educated in the Commonwealth. Nearly half of all adults hold a bachelor's degree or higher, and 94% of residents graduate from high school — well above state and national averages. The county is home to a robust network of hospitals, health systems, and wellness resources, making it a place where people genuinely thrive. That culture of health and learning is a natural fit for a university community, resulting in the borough being ranked among the nation's top college towns and best college towns to live in after graduation. The location couldn't be more convenient. West Chester sits 25 miles west of Philadelphia, with Baltimore, Washington, DC, and New York City all within a two-hour drive. That kind of access opens real doors for WCU students, faculty, and staff — whether it's a research collaboration, a professional conference, or simply the energy and opportunity that come with being connected to some of the country's most dynamic cities.



Pennsylvania's State System of Higher Education

West Chester University is a proud member of Pennsylvania's State System of Higher Education, the state's largest provider of higher education, serving more than 80,000 students through 10 universities.



Application & Nomination Process

**Greenwood
Asher &
Associates®**

How To Apply

Greenwood Asher & Associates is assisting West Chester University in this search. Applications and nominations are now being accepted. Please submit full application packets [here](#).

Submission of resume and cover letter as PDF attachments is strongly encouraged. The search will be conducted with a commitment to confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

Compensation

Salary will be competitive and commensurate with qualifications and experience.

Nominations and inquiries should be directed to:

Julie Holley, Search Manager and Associate Vice President of Executive Search
julieholley@greenwoodsearch.com

Lois Stetson, Senior Executive Search Consultant
loisstetson@greenwoodsearch.com

West Chester University is committed to providing leadership in extending equal opportunities to all individuals and prohibits any form of discrimination and harassment on the basis of sex, race, color, age, religion, national or ethnic origin, sexual orientation, gender identity or expression, pregnancy, marital or family status, medical condition, genetic information, veteran status, or disability in any decision making regarding admissions, employment, or participation in a University program or activity in accordance with the letter and spirit of federal, state, and local non-discrimination and equal opportunity laws, such as Titles VI and VII of the Civil Rights Act of 1964, Title IX of the Education Amendments Act of 1972, The Age Discrimination in Employment Act, The Americans with Disabilities and ADA Amendments Act, The Equal Pay Act, and the Pennsylvania Human Relations Act. Questions or complaints regarding this policy statement should be directed to Tracey Robinson, Vice President for Access, Compliance and Engagement, located at 114 W. Rosedale Avenue, West Chester, PA 19382; email: TRobinson@wcupa.edu; phone: (610) 436-2433.

WCU offers of employment are subject to and contingent upon satisfactory completion of all pre-employment background checks.

The material presented in this leadership profile should be relied on for informational purposes only. This material has been copied, compiled, or quoted in part from West Chester University documents and personal interviews and is believed to be reliable. While every effort has been made to ensure the accuracy of this information, the original source documents and factual situations govern.