

# A SEARCH FOR THE Chief Marketing and Communications Officer (CMCO)



Southern Connecticut  
State University



## EXECUTIVE SUMMARY

Southern Connecticut State University seeks a visionary Chief Marketing and Communications Officer (CMCO) to lead its newly elevated marketing and communications division.

Reporting directly to the President and serving as a key member of the President's Leadership Team, the CMCO will guide the division through a comprehensive operational refresh, defining how Southern tells its story, engages its audiences, and positions itself for long-term success.

The CMCO will oversee a high-performing team; set strategy for marketing, communications, and storytelling; serve as the university's chief spokesperson; and act as executive editor of all university publications.

This leader will bring a strong command of data-driven marketing, digital strategy, and organizational change, along with a deep commitment to student success, teamwork, and community engagement.

This is a rare opportunity to shape the voice, reputation, and future trajectory of a growing, nationally recognized research university with regional and global impact.

## LEADING THE WAY: ABOUT SCSU

Southern is a mission-driven, regional public university with NCAA Division II athletics and a proud legacy of access, excellence, and opportunity. Located on the suburban edge of New Haven—one of Connecticut's most vibrant cultural and economic hubs—Southern serves more than 9,200 undergraduate and graduate students on its 172-acre campus, ideally situated halfway between New York City and Boston. The university is deeply embedded in the communities, industries, and institutions shaping the state's civic and workforce future.

As a Carnegie-classified Research 2 (R2) university, Southern plays a critical role in workforce development, applied research, and social mobility. We offer more than 225 majors, minors, and pre-professional programs, along with more than 110 graduate programs, including master's and doctoral degrees, sixth-year and post-graduate certificates. Faculty and students are engaged in meaningful scholarship and have forged innovative partnerships with public and private entities across the state that advance academic and career development. Southern is a key talent pipeline for Connecticut in education, health care, business, public service, STEM, and arts and culture—preparing graduates who are well connected, career-ready, and equipped to lead.

The Chief Marketing and Communications Officer (CMCO) will join a strong and supportive leadership team at a pivotal moment, helping to define Southern's voice, amplify its impact, and elevate the university's profile across key audiences. Under the leadership of Interim President Sandy Bulmer, Southern is advancing a forward-looking vision grounded in transparency, collaboration, and institutional pride. For a strategic marketing leader who values mission, momentum, and meaningful work, Southern offers the opportunity to make a lasting difference.

**SOUTHERN CONNECTICUT STATE UNIVERSITY**

**LEADING THE WAY**  
in Research-Driven Excellence

**R2**  
Carnegie-Classified Research Institution

Connecticut's only R2!

**At Southern, research starts early.**  
Students collaborate with renowned faculty experts on groundbreaking projects, even at the undergraduate level. Our interdisciplinary approach helps students gain real-world, research-based learning experiences that set them apart in today's job market.

[SouthernCT.edu/Research](https://SouthernCT.edu/Research)

**Southern Connecticut State University**

**Southern**  
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**RESEARCH AT SOUTHERN**  
Connecticut's First and Only

**R2**  
SOUTHERN CONNECTICUT STATE UNIVERSITY  
CARNegie-CLASSIFIED RESEARCH INSTITUTION

**SCU Center Expands Mission: Leading Quantum and Nanotechnology Innovation**  
Oct 18, 2023

**Dr. Maria Krol Named Interim Executive Director of Healthcare Programs**  
Dec 18, 2023

**Two Sport Management Degree Programs Earn Accreditation**  
Dec 18, 2023

**Honoring Black Civil War Veterans Through Preservation**  
Dec 15, 2023

**Highlights First-Year Artistry**

**Southern Connecticut State University Ranked Among Top Three Research Universities in Connecticut**  
Dec 12, 2023

## POSITION OVERVIEW

The CMCO manages a team of 10 and oversees all marketing and communications efforts, acting as the university's primary brand ambassador and creative head. Their duties entail managing the division's budget and strategic plan while providing leadership across various functions. This position calls for a leader who blends strategic insight with strong operational skills, capable of modernizing systems, aligning teams, and applying best practices in marketing. The division is poised for change, with a skilled team looking for a leader to foster trust, unify operations, and enhance existing marketing strategies. Key focus areas include implementing brand standards, updating systems, shifting to mobile-first and accessible web designs, and utilizing analytics to guide decision-making. As CMCO, you will:

- Shape and lead a bold, university-wide communications and marketing vision that elevates Southern's brand, strengthens its reputation, and drives meaningful engagement across audiences.
- Develop and execute integrated marketing and communications strategies that showcase the university's achievements, academic excellence, and future direction while advancing enrollment growth, fundraising success, and talent recruitment and retention.
- Establish effective processes and standards that deliver high-impact, coordinated and measurable marketing and communications initiatives.
- Serve as a trusted strategic advisor on sensitive matters, including crisis communications, executive messaging, collective bargaining-related dialogues, and effective internal communications.
- Lead and inspire a high-performing, collaborative team while partnering across campus to inspire a brand-driven culture.

## The Team

- Media Relations Officer
- Social Media and Media Relations Coordinator
- University Writer/Editor
- Southern Magazine Editor
- Director of Marketing and Publications
- Graphics Coordinator
- Graphic Designer
- University Photographer
- Website Manager
- Website Editor

## Key Growth Areas

### *Brand Strategy & Institutional Positioning*

- Serve as the chief architect of the university's brand, ensuring consistent, authentic, and differentiated messaging across all platforms.
- Develop and implement a long-term brand strategy that supports institutional priorities, including enrollment, advancement, academic excellence, and community impact.
- Champion the university's identity and reputation, both regionally and nationally, through strategic campaigns and thought leadership.

### *Integrated Marketing & Communications*

- Lead the Office of University Marketing and Communications, overseeing marketing, advertising, digital media, public relations, publications, graphic design, and photography.





- Design and execute integrated marketing plans that align with strategic goals and drive measurable outcomes in recruitment, retention, and fundraising.
- Leverage digital tools (SEO, SEM, social media, email marketing) to expand reach and engagement with prospective students, alumni, donors, and the public.

### ***Executive Communications & Public Relations***

- Provide strategic oversight of the university's spokesperson and media relations efforts, ensuring timely, transparent, and effective communication.
- Cultivate relationships with media outlets, influencers, and community partners to amplify the university's voice and visibility.
- Guide and grow the university's presence across owned channels (web, digital, publications, social media) and earned channels (media coverage, partnerships, public relations).
- Expand visibility and reach through proactive media relations and strategic storytelling.
- Serve as executive editor of all university public information materials, ensuring quality, consistency, and strategic alignment.

### ***Analytics & Performance Management***

- Determine and assess performance metrics to refine strategies and demonstrate brand value.
- Oversee marketing and communications budgets, ensuring strategic allocation of resources and return on investment.
- Use data and market research to inform decision-making, optimize campaigns, and measure impact.

### ***Leadership & Collaboration***

- Lead a collaborative, results-driven team, fostering innovation, accountability, and professional growth.
- Lead and collaborate with university leaders to develop a strategic vision and coordinated execution of the university's marketing and communication initiatives.
- Partner with university leaders and constituents to align messaging and support institution-wide goals.
- Build strong relationships with internal and external stakeholders to foster trust, collaboration, and shared ownership of the university's brand.

## **QUALIFICATIONS**

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and student body. They are expected to have excellent oral and written communication skills, as well as strong information technology literacy, including Microsoft Office (Word, Excel, Outlook, Teams, etc.). Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Master's degree required.
- Ten years or more of progressively responsible experience in strategic marketing, brand management, and communications, preferably in higher education or mission-driven organizations, and at least five years in a senior leadership role.
- Demonstrated success in leading cross-functional teams through coordination of complex marketing and branding campaigns and the many stakeholders involved in the campaign's design and execution.
- Excellent communication, presentation, and relationship-building skills.

### **Work Environment**

Incumbents typically perform their work in offices. The work involves extensive use of personal computers but does not normally involve any significant physical effort. Reasonable accommodation will be made for incumbents and candidates with physical limitations.

## **PROCEDURE FOR CANDIDACY**

All applications, nominations, and inquiries are invited for this position. Applications should include a CV or resume, a letter of interest addressing the themes in this profile, and contact information (names, phone numbers, and email addresses) for five references in a single PDF document.

Application materials should be submitted to the Chief Marketing & Communication Officer Search Committee at [em@SouthernCT.edu](mailto:em@SouthernCT.edu). Inquires regarding this opportunity should be directed to:

Julie Edstrom  
Chair, Chief Marketing & Communication Officer  
Search Committee  
[em@SouthernCT.edu](mailto:em@SouthernCT.edu)

For full consideration, applications should be received by February 16, 2026. The position will remain open until filled.