



UNIVERSITY OF SOUTH ALABAMA

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Moulton Tower

Inviting Applications and Nominations for

Executive Director of Marketing and Communications

Based upon qualifications, consideration will be given to an
Executive Director, Assistant/Associate Vice President, or Vice President title.



The **UNIVERSITY OF SOUTH ALABAMA**, a comprehensive public research university and health system in Mobile, Alabama, seeks an innovative, well-experienced strategic marketing and communication administrator to serve in the senior role of **EXECUTIVE DIRECTOR OF MARKETING AND COMMUNICATIONS**. Reporting directly to the President, this administrator is a member of the University's leadership team and is responsible for all communications, public relations, branding, and marketing.



ABOUT THE UNIVERSITY

The University of South Alabama (USA) is a vibrant academic and healthcare institution that has been a continuous catalyst for transformational change for the state and the Gulf Coast region since its founding in 1963. Across its distinguished history, USA has awarded more than 90,000 degrees. The University is under the leadership of President Jo Bonner.

The University's strategic plan is organized around five major priorities: Student Access and Success, Enhancement of Research and Graduate Education, Global Engagement, Excellence in Health Care, and University-Community Engagement. These priorities are the guiding influence in developing a strong, consistent vision for the future of the University.

The University provides high-quality education in business, the liberal arts, education, engineering, computing, the sciences, and healthcare. More than 125 undergraduate, graduate, and doctoral programs are offered through its 10 colleges and schools both onsite and online. The university campus includes

USA Technology & Research Park, an incubator of economic development and technological innovation. On the east side of Mobile Bay, USA's Baldwin County Campus provides eastern shore residents convenient access to educational programs.

In close association with USA's academic programs in Medicine, Nursing, and Allied Health Professions, USA Health, an academic health system, provides advanced and innovative care to more than 250,000 patients annually. The most comprehensive healthcare organization on the Alabama Gulf Coast, USA Health employs 3,800 employees. It provides an important classroom for educating health care professionals while also supporting the University's research and discovery mission through the USA Children's & Women's Hospital, the USA Mitchell Cancer Institute, the USA Physicians Group, and USA University Hospital—the area's only Level One Trauma Center.

USA serves more than 14,000 students, with representatives from every U.S. state and 55 foreign

Mission Statement

The University of South Alabama, with a global reach and special focus on the Gulf Coast, strives to make a difference in the lives of those it serves through promoting discovery, health, and learning.

Vision Statement

The University of South Alabama will be a leading comprehensive public university internationally recognized for educational, research, and health care excellence as well as for its positive intellectual, cultural, and economic impact on those it serves.



countries. More than 2,400 students live on campus. Admission is increasingly competitive, with the average ACT score for freshmen exceeding national and state averages. In recent years, USA students have been awarded national scholarships and fellowships that include a National Merit Scholar, five Goldwater Scholarships, seven Hollings Scholarships, 29 Tau Beta Pi Scholarships (Engineering Honor Society), and 17 fellowships for graduate study from organizations such as the American Heart Association and the National Science Foundation.

USA's picturesque 1,200-acre campus has been transformed over the past decade with new facilities and resources for teaching, housing, recreation, health sciences, the arts, engineering, computer science, and athletics. The campus has cultivated flower gardens and more than three miles of trails that wind through 95 acres of native pine and oak woodlands.

Jaguar athletes compete in 17 NCAA Division I sports, including baseball, basketball, cross country, football, golf, soccer, softball, tennis, track and field, and volleyball. USA is a founding member of the Sun Belt Conference.

With more than 230 student-led clubs and organizations from Greek life to service, professional, and athletics organizations, USA offers an extensive and diverse mix of clubs. Intramural sports provide an outlet for competitive athletics and an opportunity to build camaraderie and a sense of community.

The 116,000-square-foot Student Recreation Center includes a cardio area, free weights, basketball and racquetball courts, an indoor track, a soccer field, a 40-foot rock climbing wall, studios for group classes, and both an indoor and outdoor pool. Students compete in basketball, soccer, softball, flag football, and water polo, among other sports.



THE OPPORTUNITY

USA Health Building

The Executive Director of Marketing and Communications directs and leads all marketing and communications strategies, functions, and initiatives for the University and Health System. This senior administrator ensures that brand and marketing strategies are in alignment with and supportive of the University's vision, mission, and strategic goals.

The Executive Director manages a 27-member team of professionals responsible for growing and enhancing the University and Health System's regional and national reputation, clarifying, and strengthening its brand identity, communicating vision and key messages, and building greater awareness and response among target audiences. The Office of Marketing and Communications also is responsible for brand management, graphic design, video services, website content, social media management, public and media

relations, advertising and digital marketing, crisis communications, and executive-level communications.

More information on the Office of Marketing and Communications is available at <https://www.southalabama.edu/departments/publicrelations/>

QUALIFICATIONS

A minimum of a master's degree in marketing, public relations, communications, or other directly related field is required. Candidates should have 10 years or more of directly related work experience in a large complex organizational setting, including a minimum of three years of direct management experience over a team of professionals. Experience in a higher education setting with a healthcare component is strongly preferred.



President Jo Bonner

Former Congressman Jo Bonner was selected as the fourth president of the University of South Alabama last November by the Board of Trustees. He assumed the office in January 2022.

Previously, he served as Chief of Staff to Alabama Gov. Kay Ivey. Before joining the governor's office in 2018, he served as Vice Chancellor for Economic Development at The University of Alabama System (UAS) from 2013 to 2018. During his final year at UAS, he was an executive on loan, serving as Interim Executive Director of the Tuscaloosa County Industrial Development Authority.

For more than a decade, he represented Alabama's First District in the U.S. House of Representatives. He was first elected to the 108th Congress in November 2002 and was reelected to five additional terms. As a student at The University of Alabama, he worked on Capitol Hill as an intern for Congressman Jack Edwards. After graduation, he returned to Washington as Press Secretary and later Chief of Staff to Congressman Sonny Callahan.

President Bonner has received numerous awards and honors, including a 2020 induction into the Alabama Academy of Honor; the Academy is the state's premiere recognition of 100 living Alabamians for their outstanding accomplishments and service. In 2016, the Business Council of Alabama (BCA) created the inaugural "Congressman Jo Bonner Spirit of Leadership Award" and honored Bonner as its first recipient. In 2013, he received the Distinguished Public Service Award, the highest honor the U.S. Navy bestows on a civilian. He also received the 2012 "Governor Bob Riley Building a Better Alabama Award" by the BCA.



The University of South Alabama is an EO/AA employer and does not discriminate on the basis of race, color, national origin, sex, pregnancy, sexual orientation, gender identity, gender expression, religion, age, genetic information, disability, or protected veteran status or any other applicable legally protected basis.



Mobile, Alabama, and the Gulf Coast

The historic city of Mobile is a great place to live, work, and play. Located near the beautiful Gulf Coast, this 300-year-old picturesque city is part of the rapidly growing coastal region that is rich in history, culture, recreation, and economic opportunity. Known for its warm hospitality, treasured traditions, and popular celebrations, Mobile offers an outstanding quality of life.

The port city has a wide array of restaurants, attractions, and outdoor recreation. Along with a vibrant downtown, Mobile has quality healthcare and education as well as one of the lower cost-of-living price tags among large cities of its size. As the area's economic hub, Mobile has opportunities in industries as diverse as hospitality and tourism, computer science,

communications and public relations, marine science, history, aerospace, engineering, healthcare, business, and education.

Mobile is the birthplace of Mardi Gras in America and celebrates with parades, balls, Moon Pies, and more for several weeks every year. Other annual events and festivals include Hangout Music Festival at Orange Beach, the TenSixtyFive Music Festival in downtown Mobile, the Alabama Deep Sea Fishing Rodeo at Dauphin Island, and the National Shrimp Festival in Gulf Shores.

Residents and visitors alike enjoy the beautiful white sand beaches of nearby Gulf Shores and Orange Beach. If looking for major city attractions, New Orleans and Birmingham are only a couple of hours away by car.

Application and Nomination Process

Confidential inquiries are welcomed, and nominations are invited.

Applications

- 1) Application packet must include:
 - a) A letter of application that addresses the responsibilities and qualifications of the position
 - b) Current résumé
 - c) At least four references with full contact information including e-mails (*References will not be contacted without consent from applicant.*)
- 2) **Submit application packet (preferably as PDFs) to USA-ExeDirMC@myersmcrae.com by May 30, 2022, for best consideration.** Additional information will be requested upon receipt of application. Applications will be accepted until the position is filled.

Nominations

Submit nominations to:

USA-ExeDirMC@myersmcrae.com

with complete contact and e-mail information for the individual being nominated.

Emily Parker Myers, CEO, and Jennifer Barfield, Senior Vice President, of Myers McRae Executive Search and Consulting, are assisting the University of South Alabama with this search. Schedule a conversation with Jennifer at JenniferBarfield@myersmcrae.com.

