



Boyden Executive Search Contact

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Position Summary

We believe in the cause. We believe people matter. We believe in selfless service. We believe in the future. The *Associate Vice President for Marketing and Strategic Communications* drives production, facilitates collaboration, ignites innovation and fuels the purpose of the Texas A&M Foundation by providing strategic and people focused leadership. The Associate Vice President is a coach and a strategist that invests in the talents of the marketing, strategic communications, events and scholarship teams. This leader adopts the Texas A&M Foundation system of creating and ensuring gratifying gifting experiences and protects, projects, and positions the Texas A&M Foundation brand. The Associate Vice President is a key point of connection for Texas A&M University marketing and communication leaders and builds trust as the strategic partner. Reporting to the Senior Vice President, this accomplished marketer provides operational leadership to a variety of teams and functions at the Foundation. The Associate Vice President drives performance with a commitment to data, analytics, the Foundation fundraising system, and individualized development and coaching of all team members. The Associate Vice President adopts a growth mindset and embodies the Aggie Core Values and the Foundation's mission, vision and culture.

Responsibilities

- Provide leadership to:
 - Publications & Content
 - Digital Communications & Experiences
 - Visual Media
 - Strategic Communications
 - Brand
 - In-person Events & Experiences
 - Scholarship Programs
- Build and enhance a best-in-class marketing enterprise
- Inspire and guide philanthropy through strategic marketing systems and omnichannel storytelling
- Protect, project and position the Texas A&M Foundation brand
- Create and ensure gratifying gifting experiences through marketing and experiences
- Develop and grow Texas A&M Foundation's comprehensive scholarship program
- Amplify the Texas A&M brand through trust-based partnerships with the university and its affiliates

- Enable the fundraising teams with market informed content
- Embrace data, analytics and technology
- Coach with consistency and high expectations
- Serve as content expert for markets, personas and targeted communication strategies
- Serve as the key connection to university marketing leadership and partners
- Invest in the growth of every team member
- Embody an entrepreneurial spirit that promotes growth of the vision and mission of Texas A&M Foundation
- Engage in organizational strategic planning, driving the division budget allocation and strategic goal achievements
- Provide consultation, guidance and education on best practices for contributing personnel
- Assign workflows and respond to strategic priorities
- Advise Sr. Vice President of Development on marketing and communications opportunities, reputation advancement and crisis mitigation strategies and recommend plans of action

Qualifications

- Bachelor's degree
- 10+ years of experience in marketing or related experience with demonstrated history of success in relationship-driven or high external outreach industry
- Exceptional verbal and interpersonal communication skills including excellent listening, relationship-building, and customer service including the ability to respond to internal and external constituents with tact, diplomacy, and discretion
- Experience in strategic, crisis and influential communication
- Experience with complex systems, applications and donor/customer acquisition
- Ability to maintain confidentiality across a variety of situations and involving a variety of constituents (including Foundation leadership, team members, prospects, donors and university leadership)
- A valid Texas driver license and good driving record must be maintained as a requirement of the position
- Familiarity with social media content strategy, development, execution and management
- Outstanding writing skills
- Ability to identify and generate compelling content for distribution across a host of channels including social media, publications, video, advertisements, news releases, website and in-person events
- Proven ability to lead teams through complex requirements within a matrix environment
- Ability to provide leadership, advice and expertise at the executive level for marketing and communications

Desired Skills, Experience and Attributes

- Accomplished marketing and communications professional
- Commitment to a constant improvement culture
- Ability to communicate effectively and persuasively

- Displayed curiosity and problem-solving capabilities
- Experience in complex teams and enterprises
- Commitment to collaboration
- Passion and enthusiasm for Texas A&M and the Texas A&M Foundation
- Executive presence and unquestionable integrity
- Personal drive and strong work ethic
- Joy in teaming with others to accomplish objectives
- Talent to support and encourage teams
- Versatile and adaptable
- Leads by example with purpose, strength and values

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About Boyden

Founded in 1946, Boyden global executive search was the first firm to focus entirely on retained executive search. Others would soon follow, using many of the basic tenets and principles that Sidney Boyden put in place: maintaining a strict code of ethics and standards; establishing a global presence; creating uniform processes; and working with highly experienced business partners. These aspects of Sidney Boyden's vision are still in use today.

Boyden continues to be a leader in the executive search industry. Through the ever-expanding use of cutting-edge technology, while always adhering to strict ethical standards, we remain true to our rich heritage as the founders of retained executive search. We cover the globe with over 70 offices in more than 40 countries, led by resident professionals adept at working in a global economy. We are poised to help our clients find the people who will lead them today and into the future. In addition to retained executive search, Boyden works with clients seeking advice regarding their Boards. We also assist clients with interim management and leadership assessment.

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