



Senior Director of Strategic Communications and Marketing

William & Mary's Virginia Institute of Marine Science (VIMS/SMS) invites applications for a Senior Director of Strategic Communications and Marketing (Senior Director). The position will begin in January 2022.

Qualifications: The successful candidate will hold bachelor's degree along with extensive professional experience in private or public-sector communications and marketing, including substantive responsibility for strategic implementation. A master's degree in communication, marketing, or science is preferred.

Responsibilities: The Senior Director will provide leadership, content development and oversight for strategic communications and brand development related to VIMS/SMS visibility, community recognition and engagement activities. The Senior Director must have exceptional communication skills and demonstrated ability to articulate the unique mission of VIMS/SMS and its connection to William & Mary (W&M) and current and future stakeholders. In collaboration with the VIMS//SMS Dean & Director, the Senior Director will work to build visibility, name and brand recognition, forge new partnerships and advance shared goals, priorities and initiatives. The Senior Director will organize existing unit-level communications and marketing/branding efforts into a cohesive, institute-wide strategic unit whose messages reinforce VIMS/SMS mission and initiatives.

Working in partnership with VIMS/SMS Dean & Director and the Executive Director of Advancement, the Senior Director will coordinate timely news and social media releases including those connected to science, education, advancement and will develop creative/innovative strategies to reach target audiences. In close coordination with the Executive Director of VIMS/SMS Advancement, the Senior Director will work to create cohesive strategy and communication connected to developing and engaging stakeholders and donors.

About the Virginia Institute of Marine Science: Chartered in 1940, the Virginia Institute of Marine Science is currently among the largest marine research and education centers in the United States. VIMS has a three-part mission to conduct interdisciplinary research in coastal ocean and estuarine science, educate students and citizens, and provide advisory service to policy makers, industry, and the public. The School of Marine Science at VIMS is the graduate school in marine science for William & Mary. VIMS currently employs 55 full-time faculty members and 256 staff, and has 95 graduate students in master's and doctoral programs. There are four academic departments at VIMS: Aquatic Health Sciences, Biological Sciences, Fisheries Science, and Physical Sciences. Further information on VIMS and the School of Marine Science may be accessed at: www.vims.edu.

Application materials for the position should include: 1) a cover letter describing professional education, experience, and suitability for the position; 2) a full curriculum vitae; 3) a statement of professional strengths and interests, including a specific statement on how the applicant is interested in and fully committed to diversity and inclusion; and 4) the names and titles, institutional addresses, email addresses, and telephone numbers of three professional references.

Application materials should be addressed to: Search Committee Chair, Senior Director of Strategic Communications and Marketing. The full position description and link to apply are available at <https://jobs.wm.edu/postings/44317>

Application materials are due November 20, 2021 for full consideration. Applications received after that date will be considered if needed.

William & Mary values diversity and invites applications from underrepresented groups who will enrich the research, teaching and service missions of the university. The university is an Equal Opportunity/Affirmative Action employer and encourages applications from women, minorities, protected veterans, and individuals with disabilities. William & Mary conducts background checks on applicants for employment.