



BRYN MAWR COLLEGE

Assistant Vice President for Strategic Communications and Media Relations Bryn Mawr College Bryn Mawr, Pennsylvania

THE SEARCH

[Bryn Mawr College](#) was founded in 1885 as a women's college. Throughout its history, it has encouraged students and alumnae/i to pursue academic excellence and research to have a profound impact on the world.

[President Wendy Cadge](#) is early in her tenure, and her leadership and vision for the college are guiding the college's next chapter. Bryn Mawr College has a rich legacy, an ascendant future, and is poised for a vibrant transformation over the next decade as it looks to its sesquicentennial in 2035. A primary focus area for the college's forthcoming strategic plan is "Enhancing visibility, reputation, and impact" with a call to broaden public awareness of Bryn Mawr's impact, scholarly achievements, and expertise. The Office of Communications and Marketing will play a key role in expanding efforts to celebrate Bryn Mawr, tell its story, and proudly share its accomplishments with local, national, and international audiences.

The position of assistant vice president for strategic communications and media relations (AVP) has been created to help expand Bryn Mawr College's visibility and marketplace standing under her leadership and vision. Reporting to the VP of Communications and Marketing, the AVP will lead an integrated editorial content team charged with creating content that enhances the college's reputation and name recognition. The AVP is responsible for content strategy, strategic and issues communications, media relations, and internal communications. They provide oversight of four staff members while collaborating with other members of the [Office of Communications and Marketing](#).

Key duties include directing an integrated content and communications function that leverages multiple media and tactics to deliver timely, compelling, and effective content and, in collaboration with colleagues across the college, increasing the volume and visibility of academic and research-focused stories across owned, social, paid, and earned media. Additionally, the AVP will lead media relations strategy and execution, and develop communications plans and related messaging and materials for strategic and issues communications projects while assisting with crisis communications planning and execution.

The ideal candidate will have at least ten years of experience in communications, multichannel content creation, and media relations, as well as prior partnerships with academic and marketing colleagues. This individual will demonstrate intellectual curiosity, a collegial and collaborative orientation, excellence in written and spoken communications, and project management skills. This individual will have a nuanced understanding of when and how to use all media and channels, as well as substantial experience interacting with external media and audiences. Prior experience with enrollment and advancement operations is a decided plus. A bachelor's degree is required.

Bryn Mawr College has retained Isaacson, Miller, a national executive search firm, to assist in this recruitment. Confidential inquiries, nominations, and applications should be directed to the search firm as indicated at the end of this document.

BRYN MAWR COLLEGE

Since its founding in 1885, [Bryn Mawr College](#) has been the preeminent college for women interested in the pursuit of wisdom necessary to challenge the world's expectations. The college has repeatedly broken barriers to achieve greater equity through exceptional academics and a deep dedication to learning. Bryn Mawr's more than 35 [undergraduate majors](#) span the humanities, sciences, social sciences, and arts. Two co-educational graduate schools offer selective master's and Ph.D. programs across the [Arts, Sciences](#), and [Social Work](#), and the [Postbaccalaureate Premedical Program](#) is one of the most successful in the nation for placing students into medical school. Bryn Mawr is dedicated to diversity, equity, inclusion, and accessibility, which serve as the engine for excellence and innovation, helping to pave the way for gender equity and inspiring brilliant minds who find life-long community at the college.

Designated by the Carnegie Classifications as a Research College for its contributions to academic scholarship, Bryn Mawr was the first women's college to offer graduate degrees, evidence of its lasting commitment to the power of rigorous academic training. Today, the college remains devoted to multidisciplinary education and unique undergraduate research opportunities. Bryn Mawr's more than [200 faculty](#) members engage more than 1,700 total student scholars with a strong liberal arts academic approach, giving them the freedom to follow their curiosity while maintaining high standards of excellence. Faculty are prolific in their scholarly endeavors, ranked #1 in research expenditure and #3 in research out of nearly 200 liberal arts institutions by *Washington Monthly* magazine. As a top [Fulbright-producing institution](#), Bryn Mawr is committed to supporting its students holistically and to women's education and empowerment.

The college's campus, a classic example of American Collegiate Gothic architecture in a picturesque landscape, is recognized as one of the most beautiful in the country and provides a secure space for community building through [athletics](#), over [130 student clubs](#), the arts, cultural performances, and visiting speakers and scholars. The campus culture is motivated by individual self-discovery and collective uplifting. Ninety-nine percent of seniors go on to achieve positive career outcomes within [one year of graduation](#), and over [25,000 alumnae/i](#) include Nobel laureates; university presidents; leaders in

government, social justice, and industry; groundbreaking scientists; and renowned scholars across various fields, including STEM and the humanities.

Leadership

Wendy Cadge, President

[Wendy Cadge](#), a nationally renowned expert in contemporary American spirituality and religion, is the 10th president of Bryn Mawr College. She is leading two key initiatives focused on advancing the College's mission and broadening its reach: developing a forward-thinking [strategic vision](#) and creating a [comprehensive plan for the physical campus](#).

A sociologist by training, President Cadge is known for her work on religion in public institutions, religious diversity, and pluralism, and as a highly respected educator, scholar, and administrator.

Numerous foundations and trusts have supported her research and teaching, including the E. Rhodes and Leona B. Carpenter Foundation, Fetzer Institute, Henry Luce Foundation, John Templeton Foundation, Lovell Foundation, Radcliffe Institute, Robert Wood Johnson Foundation Scholar in Health Policy Research Program, Ruderman Family Foundation, Russell Berrie Foundation, Templeton Religion Trust, and The Charles H. Revson Foundation.

Cadge is a member of the American Sociological Association (ASA), the American Academy of Religion (AAR), and the Society for the Scientific Study of Religion (SSSR). She is a founder and past chair of the Innovations in Chaplaincy and Spiritual Care Program Unit of the AAR. She is a previous chair of the Religion Section and the Committee on Professional Ethics of the ASA.

Cadge previously held various leadership positions at Brandeis University, including dean of the Graduate School of Arts and Sciences, senior associate dean for strategic initiatives, and chair of the Women's, Gender, and Sexuality program. She served on the Bowdoin College faculty from 2003 to 2006.

Cadge received her bachelor's degree with high honors and majors in Sociology and Anthropology, and Religion, from Swarthmore College, her master's and Ph.D. from Princeton University, and completed two years of postdoctoral work at Harvard University.

Samara Sit, Vice President for Communications and Marketing

[Samara A. Sit](#) leads the Office of Communications and Marketing, which promotes college awareness and recognition as well as its community of student scholars, faculty, staff, and alumnae/i. Since joining Bryn Mawr in 2022, she has developed a new multichannel editorial content strategy that delivers compelling content about student and faculty successes to segmented audiences, directed crisis and strategic communications, and built strong collaborative ties with the admissions office, the undergraduate and graduate schools, and alumnae/i relations and development divisions. In 2024, she concluded the college's first-ever comprehensive institutional positioning project, creating a powerful new [strategic](#)

[messaging strategy](#) and [visual identity](#) designed to unify all internal and external communications and marketing efforts.

Sit previously served as associate dean and chief communications officer at the Cornell University College of Agriculture and Life Sciences, leading an award-winning communications team responsible for supporting two campuses and over 350 faculty. She has also held roles at George Washington University's School of Media and Public Affairs and the PBS NewsHour with Jim Lehrer.

Sit is a member of the American Marketing Association and the Public Relations Society of America. She obtained her bachelor's degree from American University.

OFFICE OF COMMUNICATIONS AND MARKETING

The [Office of Communications and Marketing](#) tells Bryn Mawr College's story clearly, consistently, and compellingly to a variety of audiences. A team of twelve dedicated staff work across [creative services](#), [editorial services](#), [consulting](#), [media relations](#), and [web and digital strategy](#).

The office is responsible for producing content that serves a wide variety of partners and audiences. These range from the [Bulletin](#), which is published three times a year, to [social](#) and [digital media](#) to [weekly](#) and daily enewsletters. The office also supports partners in the offices of the president, advancement, and enrollment, graduate and undergraduate programs, and other key units across the college.

ASSISTANT VICE PRESIDENT FOR STRATEGIC COMMUNICATIONS AND MEDIA RELATIONS

The assistant vice president for strategic communications and media relations (AVP) is a new role, created to support the communications office's mission to promote awareness and recognition of Bryn Mawr College and its community of student scholars, faculty, staff, and alumnae/i. In collaboration with the VP for Communications and college leadership, the AVP will develop and execute communications across internal and external audiences, creating a unified response across the institution. The AVP oversees four staff: a news editor, a social media specialist, a magazine writer and editor, and a communications manager.

KEY OPPORTUNITIES AND CHALLENGES FOR THE AVP

Communications Strategy and Messaging

- Develop and execute communications and marketing strategies to enhance the college's visibility and reputation regionally, nationally, and internationally, aligning with Bryn Mawr's mission and priorities.
- Lead major announcements and initiatives, ensuring consistent institutional messaging and creative direction across all media channels.

- Create and implement an editorial content strategy that integrates messaging across platforms, driving storytelling through national and global media to boost visibility and key performance indicators.
- Align magazine content with communications goals, facilitate multichannel distribution, and enhance the magazine's digital presence.
- Monitor external issues affecting the college's reputation and collaborate on related messaging with college and communications leadership.

Content Management and Storytelling

- Oversee monthly and annual editorial calendars, coordinating with stakeholders to highlight strategic themes and ensure timely coverage.
- Manage multimedia storytelling on the college website and social media, promoting engagement with students, alumnae/i, and other audiences while staying current on trends and best practices.
- Manage agency relationships for college-wide communications projects.

Media Relations and Public Engagement

- Act as primary media contact and spokesperson; prepare personnel for media interactions, draft statements, and position scholars and leaders as thought influencers.
- Develop and execute media relations strategies to increase positive earned media placements and build relationships with regional, national, and global outlets.

Partnerships and Operations

- Build and maintain collaborative campus partnerships across academic divisions and administrative units; foster strong faculty relationships to promote research and scholarship.
- Serve on Crisis Management and Inclement Weather teams to deliver accurate, timely communications during emergencies and operational changes.

Team Leadership and Development

- Coach and mentor the content team, set performance objectives, and evaluate resources to strengthen team effectiveness.
- Collaborate with communications leadership to develop measurement tools and use Monday.com for project tracking and insights.
- Foster a culture of excellence, creativity, integrity, and teamwork within the Office of Communications and Marketing.

QUALIFICATIONS AND CHARACTERISTICS

Experience and Leadership

- At least ten years of experience as a leader in multichannel content creation, including a combination of higher education, public/private industry, and nonprofit experience, with at least three to five years of progressively responsible supervisory experience.
- Management experience, including an ability to lead and inspire content creators and creative personnel to achieve goals.
- Demonstrated success in leading communications and media strategies surrounding crisis and issues management for an organization.
- An ability to work in an organization with multiple divisions and at a very high level with leadership across the college on academic and non-academic efforts.
- Deep knowledge of the higher education landscape or comparable experience in a similarly complex, mission-driven environment, with an understanding of the communications role within a multifaceted organization.

Skills and Competencies

- Must be highly proactive, inspirational, and organized. An excellent producer and project manager with the ability to thrive in a fast-paced, deadline-driven environment while prioritizing and handling multiple projects.
- Excellent written and verbal communication skills, with the ability to craft clear, concise messaging for diverse audiences, and impeccable editing skills.
- Knowledge of media monitoring tools, analytics platforms, social listening, and social media management tools.
- Possess analytical thinking skills, using data and analytics to measure, drive, and evolve effective strategies.
- A demonstrated understanding of social media, email, digital newsletters, generative search and AI, magazines, and digital trends and strategy.
- A deep understanding of a wide variety of integrated storytelling channels, including news announcements, long-form narratives, social media, and multimedia.
- A proven track record of producing and executing effective strategic communications; experience planning and executing strategic communications campaigns is a plus.

Collaboration and Relationship Building

- Experienced collaborator who excels in working with others toward a common goal.

- An effectiveness at managing change, building strong relationships with people from diverse parts of campus, and inspiring those outside their direct sphere of control.
- The ability to perform as an outstanding colleague with good listening and partnership skills, high energy and drive, and a relentlessly positive attitude.
- An ability to effectively interact with a varied population of internal and external partners at a high level of integrity.

Innovation and Initiative

- Demonstrated ability to conceive large-scale innovative communications efforts that drive measurable improvements in institutional reputation.
- The intellectual force needed to drive and reward new ideas and calculated risk-taking.
- A willingness to challenge the status quo with well-thought-out recommendations and ideas, the desire to act as a catalyst for change, and the ability to identify innovative engagement opportunities.

Integrity and Professionalism

- A proven record of demonstrating the utmost integrity, discretion, and sound judgment when dealing with sensitive and confidential matters.
- A commitment to inclusion, collaboration, and cultural sensitivity.
- An ability to work independently and effectively.

A bachelor's degree is required.

COMPENSATION AND LOCATION

Bryn Mawr has a long tradition of educational excellence and offers a dynamic and challenging work environment. It is easily reached by public transportation as well as most major highways. The college offers competitive salaries and excellent benefits. Information regarding employee benefits can be found [here](#).

Located West of Philadelphia, the town of Bryn Mawr is part of the historic [Main Line](#) and continues to be served by national and regional rail lines. The town was given its current name around 1870, and the new college adopted the name when it was founded in 1885.

APPLICATIONS, INQUIRIES, AND NOMINATIONS

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and CVs with cover letters should be sent via the Isaacson, Miller website: www.imsearch.com/open-searches/bryn-mawr-college/assistant-vice-president-strategic-communications-and-media.

Elizabeth Neustaedter, Principal
Ryan Cheung, Senior Search Coordinator
Isaacson, Miller

Bryn Mawr College is an equal opportunity employer. Applications are considered without regard to race, color, religion, national or ethnic origin, sex, sexual orientation, age, or disability.

This document has been prepared based on the information provided by Bryn Mawr College. The material presented in this leadership profile should be relied on for informational purposes only. While every effort has been made to ensure the accuracy of this information, the original source documents and information provided by Bryn Mawr College would supersede any conflicting information in this document.