



SENIOR DIRECTOR OF AUDIENCE STRATEGY
POMONA COLLEGE
Claremont, California

THE SEARCH

Pomona College (Pomona) seeks an innovative, collaborative, and proven communications professional to serve as its first Senior Director of Audience Strategy. This newly conceptualized position plays an essential role in Pomona's Advancement division – supporting key colleagues across alumni and family engagement; gift planning; development; foundation and corporate relations; annual giving; and donor relations and stewardship – and is responsible for building and maintaining compelling, effective, and metrics-based communications strategies that successfully engage diverse audiences and garner sustained support for Pomona's mission. Digital communications strategy is an essential component of this role. The Senior Director will also be responsible for cultivating audience engagement across traditional channels and through event programming.

Reporting to the new Assistant Vice President (AVP) for Advancement Communications and Events (ACE), the Senior Director will conceptualize and apply both time-tested and cutting-edge techniques to elevate the digital communications profile of Pomona's Advancement enterprise, particularly as the College prepares to embark on a historic comprehensive campaign for which compelling social media outreach, web content, and other digital strategies promoting Advancement priorities, initiatives, and events will be essential. With oversight for a team of communications and event professionals, the Senior Director will build an integrated communications program that extends across all media, with an emphasis on digital outlets, and utilizes data analytics to continually assess its success and effectiveness. Critical to success will be unparalleled organizational skills and strong attention to detail, particularly as the Senior Director will build and maintain a robust communications and events calendar that promotes team productivity and adherence to deadlines; drives engagement of various audiences; and leverages analytics to inform future ACE strategies and initiatives.

The Senior Director will work effectively and cross-functionally in a shared-service model with key partners across the Advancement division, identifying opportunities for collaboration, innovation, and efficiency. This individual will also develop partnerships with central College communications colleagues and other internal constituencies as appropriate. With a genuine passion for Pomona's mission to provide

a superb liberal arts education, the Senior Director will possess a proven ability to effectively tailor messaging to connect with diverse audiences, as well as an embodiment of Pomona's core values. The ideal candidate will possess a minimum of seven years of professional experience in marketing or communications positions, as well as at least three years of experience leading the growth and development of a team of multiple staff members. A bachelor's degree – preferably in communications, marketing, journalism, business administration, or a liberal arts field – is required; a master's degree is preferred.

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Essential Functions and Responsibilities:

- In collaboration with the AVP for ACE, conceive of and implement an overarching strategic communications and marketing plan for advancement that is innovative, progressive, and proactive, with an emphasis on harnessing digital communications capabilities to promote fundraising, engagement, and campaign priorities.
- Develop and manage a comprehensive communications program which incorporates traditional and digital channels and media, as well as events.
- Serve as a consummate storyteller who can creatively and compellingly communicate complex messages across mediums from print and digital to in-person events.
- Establish quarterly work plans for communications and events, in consultation with the AVP for ACE and other key constituents across Advancement, and ensure each team member is progressing against these measures.
- On behalf of the Advancement division, leverage and grow Pomona's current digital communications presence and strategic toolkit. Evaluate the effectiveness and success of digital communications strategies among various audiences (e.g., alumni of different ages, affinity groups, parents) on an ongoing basis.
- In consultation with the VP and AVP, lead development of the Advancement division's overarching brand and messaging guidelines. Work with colleagues across the division to ensure that emerging campaign messages are disseminated using a robust, cohesive, and engaging presence across a variety of platforms, including traditional and digital channels as well as events.
- Work collaboratively with colleagues in all departments across Advancement to promote a shared-service model and create an integrated advancement communications operation.
- Proactively cultivate strong working relationships with colleagues in central communications and across the College. Ensure that the ACE team is seen as a collaborative and responsive partner able to meet and exceed expectations, as well as professionally address both opportunities and concerns.

- Manage and develop a team of professionals, setting clear direction and priorities for projects and deliverables. Promote excellence through well-defined and measurable goals, inspire and motivate staff, and continually frame tasks and projects within the context of Pomona's Advancement enterprise and the College's overall strategic plan.
- Maintain a leadership style that is open and fluid, and which empowers colleagues through active communication and delegation.

Required Knowledge and Critical Skills:

The Senior Director must possess the knowledge, skills, and abilities to successfully perform the essential functions of the position or must be able to demonstrate how the essential functions will be performed through knowledge, skills, and abilities not listed below.

- Experience in leading a robust communications, marketing, and creative services team in developing effective communications plans, resulting in a measurable and sustainable increase in audience engagement.
- A track record of building, leading, motivating, assessing, and holding accountable high-performing, well-integrated professional teams, preferably in a higher education environment.
- A strategic mindset and a track record of strategic leadership – both long- and short-term. Strong project management, problem solving, organizational, and detail-oriented skills.
- Ability to inspire others, foster cross-divisional collaboration, and manage by influence across a complex organization.
- Expertise in core communications principles, strategies, and best practices, as well as a deep understanding of how to effectively translate messages across various mediums to diverse audiences.
- Ability to effectively leverage digital communications strategies, and to measure and apply analytics across a variety of digital platforms.
- A deadline-oriented working style and ability to manage multiple projects in a fast-paced environment.
- Excellent writing, editing, and proofreading skills.
- Proven track record of developing and executing programs and managing budgets.

Education: A bachelor's degree – preferably in communications, marketing, journalism, business administration, or a liberal arts field – is required; a master's degree is preferred.

Experience: A minimum of seven years of professional experience in marketing or communications positions, as well as at least three years of managerial experience.

COMPENSATION

The annual salary for this role is between \$150K-\$160K with a competitive benefits package. The specific factors that Pomona College will consider when offering a salary to an individual will include, but not be limited to, education, training, relevant prior experience, and performance in prior roles.

TO APPLY

Rachel Ellenport is leading this search with Nicole Poe, Christina Garrison, and Megan Gorman. For more information, to submit a nomination, or to apply for this role, please visit:

<https://www.imsearch.com/open-searches/pomona-college/senior-director-audience-strategy>

Pomona College prides itself in being an open, competitive, and equal opportunity employer.