The University

Stony Brook University is a leading public university, an internationally recognized research and medical institution, and a member of the prestigious Association of American Universities (AAU). A flagship institution within the State University of New York (SUNY) system, Stony Brook is located less than 60 miles east of Manhattan on Long Island’s beautiful North Shore.

Situated on 1,454 wooded acres, the campus encompasses 12 schools and colleges; a Research and Development Park; and world-class athletics facilities, including a 12,300-seat stadium and a 4,000-seat arena. The University also includes Stony Brook Medicine, Long Island’s premier academic medical center, encompassing five health sciences schools, four hospitals, and 200 community-based healthcare settings and a growing number of affiliations.

Stony Brook University has an additional teaching and research campus in Southampton, New York, which is home to graduate arts programs, health sciences professional programs and the Marine Sciences Center. In addition, Stony Brook, in partnership with Battelle, has been managing the prestigious Brookhaven National Laboratory since 1998 with a number of faculty holding joint appointments.

The University enrolled 26,782 students in fall 2020 (18,010 undergraduate students and 8,772 graduate students) and offers more than 200 majors, minors, and combined degree programs. Students come to Stony Brook from nearly all 50 U.S. States and over 100 countries; however, the majority of students come from the five boroughs of New York City and Long Island. About one-third of Stony Brook's undergraduates are first-generation students.

Stony Brook is a diverse community, and the 2020 class profile included 52% men and 48% women. The racial diversity included a student class profile that is 39.7% Asian, 5.3% African American, 13.2%
Hispanic/Latinx, 5.5% nonresident alien, 26.6% Caucasian, 3.2% two or more races and 6.4% not indicated/unknown. Additional information can be found here. The University also enjoys a strong international presence, maintaining affiliation agreements with about 100 universities in Africa, Asia, Europe, Latin America, and Oceania. International students constitute 17 percent of Stony Brook’s total enrollment.

As Long Island’s largest single-site employer, the University has over 15,000 full- and part-time employees, including more than 2,700 faculty. Stony Brook’s 2019-20 operating budget was $3 billion, with monies generated from a variety of sources including academic and research funds, hospital revenue, tuition, state support, and philanthropic dollars. More detailed information about the University’s budget and fiscal plans are available in its Achieving Financial Sustainability Plan.

To learn more about the community and the benefits of working at Stony Brook University, explore here.

**Position Summary**

Reporting to Stony Brook’s President, the Vice President for Marketing and Communications sits on the University Council and is responsible for Stony Brook University’s overarching communications, brand strategy, marketing and visual identity across key audiences. They lead an integrated marketing and communications team that manages or coordinates all strategic communications including executive communications, internal communications, crisis communications, media relations, and marketing across the institution, including Stony Brook Medicine.

The Vice President hires, manages, leads, and mentors the team charged with developing and implementing this comprehensive marketing and communications program to advance the image of the University at local, state, national, and global levels. They are charged with enhancing the University’s brand in order to attract highly qualified students, motivate alumni and donors, recruit and retain exceptional faculty and staff, and advance legislative support.

This role provides vision, oversight, and management of strategic communications, media relations, marketing, publications, and social media. With more than 60 professionals in the University’s marketing and communications team, current direct reports include: Assistant Vice President for Marketing for Stony Brook University; Assistant Vice President for Marketing for Stony Brook Medicine; Senior Director of Operations; and Media Relations Officer. There are also communications professionals with shared reporting lines embedded currently within six schools and departments.

Additional expectations for the role include to:

- Work closely and collaboratively with internal and external partners to manage University brand.
- Work with University senior officers, faculty and staff to assess the University’s marketing and communications needs and identify strong messages, compelling stories, and key audiences.
- Establish digital communications strategy and best practices for the University, integrating web platforms, social media, and video production.
- Oversee the University’s media-relations strategy, including key relationships with on-campus, local, national and international media to further position and promote the University.
• Develop programs and prepare key administrators to interact effectively with the media; oversee press conferences and help to prepare faculty, staff and students for interviews.
• Advise and support the President in communicating the mission of the University locally, nationally, and globally; collaborate on strategies to bring global exposure to the University as well as to effectively engage with the local community, including with particular consideration to the cultural and linguistic diversity of the local audiences.
• Provide strategy and oversight for an internal communications strategy to ensure that all constituencies including faculty, staff, students, researchers and administrators are well informed of University affairs, goals and objectives.
• Engage marketing and communications staff and resources to ensure a unified and consistent University brand across this complex organization, including the Stony Brook University Hospital and Stony Brook Medicine.
• Oversee day-to-day activities of marketing and communications staff including budgeting, planning and professional development.
• Build a unified team by mentoring staff, establishing clear performance goals, and ensuring accountability through processes that are clearly defined, equitable, and inclusive.
• Anticipate and mitigate adverse or potentially negative issues that may impact the University’s reputation; maintain issues management and crisis communications plans, and work collaboratively while providing proactive counsel to senior leaders in the event of a crisis.
• Serve on various committees.
• Provide ongoing communications and marketing guidance that encompasses the Schools, Hospitals, and Practices of Stony Brook Medicine, and provide recommendations for marketing / communication program(s) to highlight the array of ambulatory clinics and network partnerships.
• Develop and maintain marketing programs to reflect affiliations with other health-system partners.
• Develop and maintain marketing program(s) to differentiate Stony Brook Medicine program(s) from those of its competitors.
• Actively seek evaluative feedback from internal and external stakeholders related to effectiveness of marketing/communication strategy and the needs of different constituencies and communicators.
• Develop and maintain metrics to measure efficacy of marketing endeavors; track and measure outcomes such as rankings and reputation scores, student admissions pools and yield rates, and medical patient clinic and procedure volumes.

Competencies and Qualifications

The successful candidate for Stony Brook’s Vice President for Marketing and Communications/Chief Communications Officer will be an experienced and skilled professional who brings a breadth of experience throughout a broad marketing and communications portfolio and a confident and consultative approach to leading a comprehensive, integrated, strategic communications and marketing function. They will have senior leadership experience designing and executing a strategic communications plan in a large, complex organization with varied priorities and stakeholders.
They will have the ability to inspire trust and respect amongst colleagues and various audiences through their expertise, experience, integrity, and collaborative orientation, and they will demonstrate a commitment to promoting diversity, equity, and inclusion throughout their career. They will be as comfortable and effective leading through influence and expertise as through positional authority and will be able to draw on experience, trained instinct, analytic capacity, and sound judgment in order to provide expert counsel to the President and the University’s senior academic and administrative leadership on strategic, tactical, and crisis communications, marketing across multiple mission areas, and brand and reputation management.

Specific requirements include:

- Bachelor’s degree; advanced degree preferred.
- Experience managing teams and budgets in a highly complex organization.
- A track record of hiring, developing, and retaining high-performing and diverse professional teams.
- Experience working with local and national media outlets and digital media channels.
- Outstanding management and planning skills, with the ability to handle multiple initiatives and projects simultaneously; the ability to productively and pro-actively plan for the future, even as urgent issues and time-sensitive needs regularly emerge.
- Strong interpersonal skills, persuasive presentation and public speaking skills, and demonstrated writing range and ability.
- Commitment to the mission and values of Stony Brook University, including a strong commitment to diversity, equity, and inclusion.

The ideal candidate will have experience in marketing and communications for a higher education and/or academic medicine organization. Qualified candidates will demonstrate an understanding of the unique complexities and breadth of audiences and considerations within an organization like Stony Brook University.

To Apply

Stony Brook University has retained Opus Partners to support this recruitment. Craig Smith, Partner, and Sarah Gaines, Associate Partner are leading the search along with Thomas Lapierre, Senior Associate.

Confidential inquiries, applications, and nominations can be sent to thomas.lapierre@opuspartners.net.

To apply, candidates must provide a resume and a letter of interest. Stony Brook University values diversity, equity, and inclusion and will seek a leader who is committed to promoting these values. (You can read more about Stony Brook’s efforts here.) We encourage candidates to include in their cover letters how they have promoted these values in their career and/or how they would plan to do so in this role.

Professional references are not necessary at this time.
Stony Brook University is committed to excellence in diversity and the creation of an inclusive learning and working environment. All qualified applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, pregnancy, familial status, sexual orientation, gender identity or expression, age, disability, genetic information, veteran status and all other protected classes under federal or state laws.