CORBAN UNIVERSITY

Opportunity Profile

VICE PRESIDENT FOR MARKETING AND COMMUNICATIONS
INSTITUTIONAL SUMMARY

Corban University is an independent Christian university in Salem, Oregon, whose purpose is to educate Christians who will make a difference in the world for Jesus Christ. The University is accredited by the Northwest Commission on Colleges and Universities. Corban provides a strong Bible-centered academic program with more than 50 majors and programs of study including professional, liberal arts, and ministries. Along with traditional and adult degree completion programs at the undergraduate level, Corban offers graduate teacher licensure programs and graduate degrees in education, business, counseling and ministry.

All employees must have a personal relationship with Jesus Christ, support the statement of faith, evidence a mature Christian life and be an active member in a local church. Corban values and encourages qualified applicants who are diverse in gender, age, ethnicity, race and/or ability, and seeks candidates who will interact with the Corban community in a way that reflects a commitment to cultural proficiency.
Dear VP Candidate:

This is an exciting and challenging time for all of us who work in Christian higher education. In May 2015 Corban University graduated 280+ students in Salem, Oregon, and another 162 in Jakarta, Indonesia. In August 2015 we anticipate the largest incoming group of first-year students, and the highest student retention, in our 80-year history. This confirms my belief that there is need for a strong conservative evangelical Christian university now more than ever in the history of our country, and that when students come to Corban, they are challenged, stretched and satisfied with the high quality Bible-centered education we offer.

The Corban University mission is “to educate Christians who will make a difference in the world for Jesus Christ.” We do this by requiring all incoming students to have a profession of faith in Jesus Christ; every student will take a minor in Bible & Theology, regardless of their major; and by providing a rigorous academic curriculum with an innovative global reach. We are on a quest to prepare the hearts and minds of our youth for a lifetime of service in Jesus’ name.

These times and challenges demand that we have the best-qualified, bold, most energetic professionals in every one of our faculty, staff and administrative positions. If you have great energy for making a difference in the world for Jesus Christ, if you have professional experience in managing institutional image, social media communication, branding and the nuances of marketing, I invite you to read through this position announcement and give this opportunity prayerful consideration.

Soli Deo Gloria.

Sheldon Nord
President
The most recent student survey conducted by *The Princeton Review* lists Corban University as one of the best colleges in the U.S. western states.
For the 13th year running, Corban University is ranked in the top 10 for Best Regional Colleges in the West by U.S. News Best Colleges.

Corban ranks #3 for Best Value in the West.

Corban ranks #3 for Best for Veterans in the West.

Corban scores #1 for percent of freshmen who were in the top 25 percent of their high school class.

Corban scores #2 for percent of students with highest 25th percentile SAT scores.

Corban scores #2 for most exclusive acceptance rate.

Corban scores #3 for highest rate of average alumni giving.

Within one year of graduating from Corban, more than 95 percent of Corban’s 2012 graduates were working full time or were full-time graduate students.

“We continue to deliver solid academics, a rich campus experience and competitive athletics,” said Corban Associate Provost Chris Vetter. “This sets us apart year after year. Students truly appreciate what Corban has to offer them.”

U.S. News & World Report’s guide to best colleges is a tool often used by college seekers and parents when looking for academic quality and cost when choosing a school. The publication ranks colleges according to the Carnegie Classification of Institutions of Higher Education. Its Best Regional College classification focuses on colleges offering a broad range of liberal arts programs.
POSITION DESCRIPTION

START DATE: January 1, 2016

PURPOSE: Provide leadership, planning, development, management and implementation for the Marketing, Promotions and Communications functions of the University.

REPORTS TO: President

RESPONSIBILITIES: This position is an integral member of the senior management team and is responsible for the communication and promotional strategy of Corban University. The Vice President for Marketing and Communications is responsible for the development, integration, and implementation of a broad range of promotional and public relations activities relative to the strategic direction and positioning of the organization and its leadership. The Marketing and Communication Department presently includes six (6) full-time employees, including the Creative Director and Director of Institutional Marketing. The major responsibilities of the position include, but are not limited to, the following:

1. Serve on the President’s Cabinet;

2. Work with the President, Cabinet and others to develop and implement an integrated strategic communications plan to advance Corban’s brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences;

3. Assist in the development and implementation of the overall vision of the University;

4. Work closely with the President to align Marketing and Communications strategies with the University’s mission, vision and long-term plan;

5. Serve as the official University spokesperson to the media;

6. Recruit, select, equip, assign, develop and evaluate the Marketing and Communications staff;

7. Create a marketing and public relations strategy that will allow Corban University leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers;

8. Identify challenges and emerging issues faced by the organization. Work with the leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them;

9. Oversee development of all social media content and channel strategy to build brand awareness of the University;

10. Work with the leadership from Enrollment, Advancement and Information Services to build strong intra-departmental collaboration that delivers marketing, communications and promotional initiatives with excellence;

11. Oversee development of Corban print communications including the annual report and marketing collateral materials;

12. Oversee the day-to-day activities of the communications function including budgeting, allocation of resources, management of expenditures within the division, planning and staff development;

13. Assist with various duties as directed by the President.
QUALIFICATIONS

EDUCATION: Bachelor’s degree required; master’s degree preferred

EXPERIENCE: Candidates should have eight (8) or more years of progressive experience in marketing, communications and/or related field. The successful candidate will have a breadth of knowledge and experience that includes, but is not limited to: at least five (5) years’ experience with social media marketing; planning, writing, editing and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories. Demonstrated experience and leadership in developing and managing a comprehensive strategic communications plan, media relations and marketing program along with significant experience building, mentoring, and coaching a team of communications professionals is also required. Work experience in higher education is strongly preferred.

CULTURE: Corban University is a private, comprehensive University with a mission to educate Christians who will make a difference in the world for Jesus Christ. All employees must have a personal relationship with Jesus Christ, support the statement of faith, evidence a mature Christian life and be an active member in a local church. Corban values and encourages qualified applicants who are diverse in gender, age, ethnicity, race and/or ability, and seeks candidates who will interact with the Corban community in a way that reflects a commitment to cultural proficiency.

APPLICATION: A completed candidate file will include:

1. a letter of application expressing the candidate’s interest and qualifications for the position, specifically speaking to the responsibilities listed in the position description within this profile;
2. a current resume or curriculum vitae;
3. a portfolio of work demonstrating advanced competency in areas of Communications strategy, innovation, vision, and leadership;
4. a statement of Christian testimony and statement of current ministry involvement;
5. a list of five (5) professional references which include position title, relationship to the candidate, email address and work phone numbers (cell phone numbers also helpful if possible).

Application material will be considered as received, and the position will remain open until filled.

CONTACT: Nancy Marshall - Director of Human Resources
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Salem, OR 97317
Email: nmarshall@corban.edu / Phone: 503.375.7101
LOCAL INFORMATION

Salem Chamber of Commerce: www.salemchamber.org
Oregon cost of living calculator: www.aier.org/#cost-of-living
County demographics: www.city-data.com/county/Marion_County-OR.html

FACTS AND OVERVIEW

Location
Salem, Oregon’s capital, has a greater population area of 405,000. It is 45 miles south of Portland; one hour from the mountains and the coast.

Study Abroad
Corban offers 15 study abroad programs.

Enrollment (2014-15)
Overall: 2,068
Undergraduate: 862
Graduate: 243
International: 963

Student/Faculty Ratio
14:1

Cost (2015-16)
Tuition: $27,980
Room & Board: $8,892
Average Financial Aid Package: $25,520 in scholarships, grants and loans