

Tai Sophia Institute

Job Listings

Post Date: 1/4/12

End Date: Until filled

Vice President of Marketing and Communication

Founded in 1974, Tai Sophia Institute is a leading academic institution for natural sciences, wellness-based education and client care. Accredited by the Middle States Commission on Higher Education, the Institute offers master's degree programs in Acupuncture, Nutrition and Integrative Health, Therapeutic Herbalism and Transformative Leadership and Social Change; graduate certificates in Chinese Herbs, Health/Wellness Coaching, Herbal Studies, Medical Herbalism, and Transformative Leadership; as well as community workshops and continuing professional education programs. Moving toward university status, Tai Sophia Institute is developing several additional academic programs.

The Vice President of Marketing and Communications reports to the President/CEO and is a key member of Tai Sophia's executive management team. In this role, the Vice President will assist the President/CEO and members of the executive management team in setting the tone of the Institute and meeting the organizational objectives for institutional values, growth, and reputation – all to the end of delivering the "exceptional student experience."

This position is responsible for planning, organizing, staffing, training, and managing all strategic marketing activities related to the organization's branding, public character, reputation, and growth. In addition, consistent with Tai Sophia's mission, vision, and values, the Vice President utilizes the highest standards of ethics and quality in directing and implementing the organization's public/media relations and external and internal communications so to inform and mobilize its various constituencies and prospects.

Position responsibilities include, but are not limited to:

- Create and set overall institutional strategic goals and approaches to marketing and communications, including long- and near-term plans.
- Collaborate with executive leadership, program directors, and department heads to develop, manage, and measure strategic marketing and communication initiatives.
- Develop and manage overall institutional marketing and communication budgets, and collaborate with executive and departmental management to create and manage individual domain budgets.
- Provide dynamic leadership; motivate and manage the creativity, effectiveness, and performance of the marketing and communications team, including internal staff and external vendors.



**Tai Sophia
Institute**

7750 Montpelier Road
Laurel, MD 20723
Phone: 410-888-9048
Fax: 410-888-9004
www.tai.edu

Applicants are considered on the basis of individual merit without regard to race, color, national or ethnic origin, gender, gender identity, sexual orientation, marital status, pregnancy, age, religion, disability, genetic information, or any other characteristic protected by law. The Institute is committed to being, communicating, and educating in ways that recognize and honor the full range of human diversity. EOE

Tai Sophia Institute

Job Listings

VP of Marketing and Communication continued

- Assure the strategic value and ethical standards of all electronic and social media activities, including websites and use of in-house and purchased mail lists.
- Strategize, conduct research, conceive, and manage marketing and communications activities supporting the Institute's lead generation events for such departments as enrollment management/admissions, student teaching clinic, community events, and other special institutional programs.
- Team with program directors, enrollment management/admissions department, student services, student teaching clinic, community programs, alumni relations, career placement and other institutional departments to assure the quality, effectiveness and success of all marketing and communication programs and activities.
- Secure and strengthen relationships with industry influences and the Institute's external strategic partners.
- Provide input to and oversight of institutional policies, standards and procedures.
- Demonstrate the highest level of ethics, personal and professional standards, and the ability to motivate and collaborate when working in a team environment.
- Perform other related duties as assigned and provide support to other departments as needed.

Qualifications:

- 15+ years progressive, relevant experience
- BA/BS degree (marketing, communications, or related field); MBA preferred
- Proven track record of successfully developing and implementing strategic marketing and communication programs with demonstrated return on investment
- Strong leadership abilities, allowing the individual to effectively lead and motivate other professionals, both direct reports and collaborative associates
- Demonstrated ability to build, drive, and manage marketing and communications professionals and teams, including those involved in electronic/social media
- Experience with marketing enterprise software
- Excellent verbal, written, and formal presentation communication skills
- Excellent creative and organizational skills
- Ability to maintain highest level of confidentiality
- Ability to work in fast-paced, deadline-oriented environment



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Interested individuals should forward a resume and cover letter to our Office of Human Enrichment at jobs@tai.edu, referencing "VP MKTG 1202" in the Subject line of the email.

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