

This search ended in January, 2009, with the appointment of Lorraine Voles, senior vice president for communications and marketing services at Fannie Mae. Previously she was director of communications for Senator Hillary Clinton, deputy press secretary for President Bill Clinton, and director of communications and chief spokesperson for Vice President Albert Gore.

Job Announcement

The George Washington University Vice President for External Relations

(Posted: September, 2008)

The George Washington University seeks a leader with strong management and communications skills to serve in the newly created position of vice president for external relations. Reporting directly to the president and working closely with the other vice presidents, deans, and the board of trustees, the vice president for external relations will be an important member of the university's senior management team.

The university has retained Slesinger Management Services to recruit outstanding candidates. Applications will be accepted until the position is filled.

The Organization

Located in the heart of the nation's capital, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in Washington, D.C. The university offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, public health, law, engineering, education, business, and international affairs. Each year, GW enrolls a diverse population of about 20,000 undergraduate, graduate, and professional students from all 50 states, the District of Columbia, and more than 130 countries.

GW is also the largest private employer in the District of Columbia, with a staff of 6,000 faculty, administrators, and other personnel. Its annual operating budget is \$1.1 billion. Besides the main campus four blocks from the White House in Foggy Bottom/West End, GW also has facilities at the former Mount Vernon College campus in northwest Washington, DC, and in Loudoun County, Virginia.

To learn more about The George Washington University, please see www.GWU.edu.

The Position and its Principal Responsibilities

Reporting to Steven Knapp, who became GW's president in 2007, the vice president for external relations will be responsible for strengthening the university's government and

community relations, and its ability to communicate the university's accomplishments and other activities to a wide variety of constituents, both inside and outside the institution.

For the past several years, GW had separate departments for communications and for government and community relations. President Knapp has decided to combine these two functions under a new vice president, who will oversee a staff of about 50 people and a budget of \$10 million.

Key responsibilities include:

Communications

1. Creating and executing a university-wide strategy for communicating GW's goals, priorities, and accomplishments to key audiences, including the media, government officials, community leaders, neighbors, donors, trustees, alumni, faculty, students, and staff.
2. Increasing the local, national, and international visibility of GW, including the advances of knowledge and other accomplishments achieved by faculty and other members of the university community.
3. Serving as a key advisor to President Knapp, to help him communicate his priorities and goals for the university.
4. Establishing standards of quality and consistency for all GW communications, including print and electronic.
5. Oversee the redesign of the university website (a major project already underway) and ongoing content and functionality.

Government and Community Relations

6. Ensuring that GW can identify and respond appropriately and effectively to public policy issues, especially those that directly affect the functioning of the university.
7. Maintaining strong and positive relationships between the university and its neighbors, including insuring that GW gives careful consideration to the impact of its activities on the local community.
8. Developing a comprehensive strategy for external relations and strategic partnerships with relevant government, nonprofit, and business entities, local community members and organizations, and key international representatives, maximizing the benefits of the university's premier location in the nation's capital.

Desired Skills, Experience, and Characteristics

The ideal candidate should have:

1. A strong commitment to the mission of The George Washington University and the role it plays in higher education and in the community.
2. Demonstrated success in overseeing communications or government and community relations in a large, complex organization. Prior high-level experience in an academic, government, media, or nonprofit environment is highly desirable.
3. Strong knowledge of Washington, DC, both federal and local.
4. Experience working directly with the media, both national and local.

5. An interest and understanding of new media, and the ways to take advantage of new communications technology to reach key audiences.
6. An understanding of marketing and branding, especially in a nonprofit or academic setting.
7. Strong writing skills.
8. Strong organizational skills, including establishing priorities, setting strategies, leading professional staff, and managing for results.
9. A personality and work-style that demonstrates flexibility, collegiality, and diplomacy. This individual should be a collaborative relationship-builder, with a history of forging alliances both inside and outside an organization, and a successful record of working with multiple constituencies.

Compensation

Salary will be commensurate with experience and qualifications. Compensation also includes a comprehensive benefits package.

To Apply

Please e-mail:

1. cover letter that explains why you're interested and qualified,
2. resume, and
3. three-year salary history (which will be held in strict confidence)

to search consultant Larry Slesinger, Founder and CEO of Slesinger Management Services, at Larry@SlesingerManagement.com. Please include "GW VP" in subject line; attached files in Microsoft Word or PDF only.

All applications will be acknowledged.

(This job announcement can also be found at <http://www.SlesingerManagement.com>.)

The George Washington University is an Equal Opportunity Employer.