



# Chief Communications Officer

UNIVERSITY OF THE PACIFIC  
SACRAMENTO • SAN FRANCISCO • STOCKTON

A black sign with white text is mounted on a brick pillar. The sign reads "University of the Pacific" in a gothic font. The pillar is topped with a black lantern. The background is filled with pink and red flowers and green foliage under a clear blue sky.

University of the Pacific

# University of the Pacific

## CALIFORNIA'S PRIVATE UNIVERSITY OF CHOICE

University of the Pacific is a comprehensive national university located in northern California, with campuses in Stockton, Sacramento and San Francisco. Established in 1851, it is California's first and oldest university and is ranked by the Wall Street Journal/Times Higher Education in the Top 100 nationally and the Top 20 in the West.

More than 6,300 students attend the three campuses. The Stockton Campus is home to most of the university's undergraduate programs and a variety of graduate programs in six schools and colleges: College of the Pacific (liberal arts and sciences), Eberhardt School of Business, Thomas J. Long School of Pharmacy, School of Engineering and Computer Science, Conservatory of Music and Benerd College. Stockton also is home to the university's 17 Division I athletics programs.

The campus in Sacramento, the state's capital, is home to the McGeorge School of Law and the new School of Health Sciences, while the downtown San Francisco campus houses the renowned Arthur A. Dugoni School of Dentistry.

Pacific takes pride in providing the highly personalized and caring educational, social and residential environments of a small college combined with the choices and opportunities of a major comprehensive university. Pacific graduates rank in the top 2 percent in the nation in lifetime earnings.

The university focuses on experiential learning in which students serve the community in more than a dozen clinics focused on legal aid, oral health care, speech, audiology, diabetes screening, vaccinations and more.

Under the leadership of President Christopher Callahan, Pacific has the ambitious goal of becoming the best student-centered comprehensive university in the nation. His focus includes the personalized learning that is a hallmark of Pacific, expanding on-campus and off-campus opportunities coupled with service to communities, accelerating the pace of innovation and becoming a model for diversity, equity and inclusion.

Pacific has recruited new vice presidents for Academic Affairs, Athletics, Enrollment Strategy, Student Life, Finance, Development and the school's first VP for Diversity, Equity and Inclusion. There also are new deans in the College of the Pacific, School of Engineering and Computer Science, Eberhardt School of Business and the William Knox Holt Memorial Library and Learning Center.

**2%**

**In career earnings**

(Georgetown University Center on Education and the Workforce)

**14:1**

**Student/faculty ratio**

**#19**

**Best Universities in the West**

(Wall Street Journal/Times Higher Education, 2022)

## ABOUT PACIFIC

# The University has three campuses— in Sacramento, San Francisco and Stockton—placing us in three of the most diverse and dynamic cities in the nation.

### STOCKTON

Pacific's 175-acre Stockton Campus is widely recognized as one of the most beautiful college campuses in the West. Home to undergraduate, graduate and professional programs, the campus has a large undergraduate residential population with robust activities, events, arts, entertainment, recreation and sports. Located in the heart of one of the country's most diverse cities, students are within reach of Sacramento, San Francisco, Lake Tahoe, Napa Valley, the Monterey Peninsula and Yosemite.

### SACRAMENTO

The Sacramento Campus occupies 13 acres, three miles from the California State Capitol and within reach of Napa Valley, Lake Tahoe, Yosemite, Reno and San Francisco. The Sacramento Campus is an interdisciplinary center offering programs at the intersection of law, health care, educational leadership and public policy. The campus houses the McGeorge School of Law and the new School of Health Sciences.

### SAN FRANCISCO

Located in the bustling South of Market area in downtown San Francisco, the campus offers a gateway to one of the country's most vibrant cities and provides graduate and professional students opportunities to impact the community through hands-on clinical experiences. Home of the top-rated Dugoni School of Dentistry and graduate programs in audiology, music therapy and data science, the San Francisco Campus offers easy access to world-class arts, culture, theater, sports, historic landmarks, parks and restaurants.



SACRAMENTO

**STOCKTON**  
Main Campus



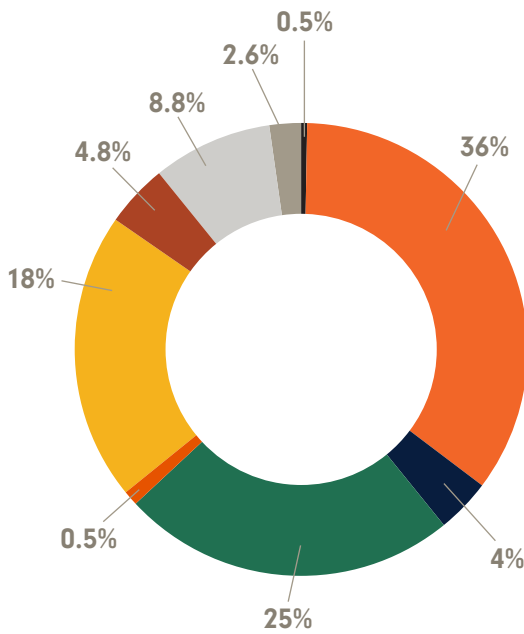
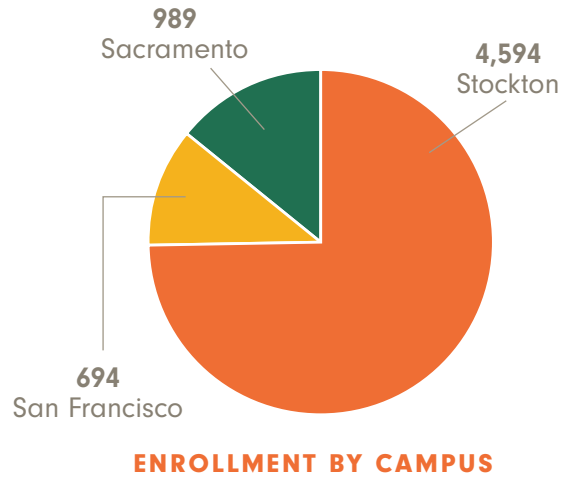
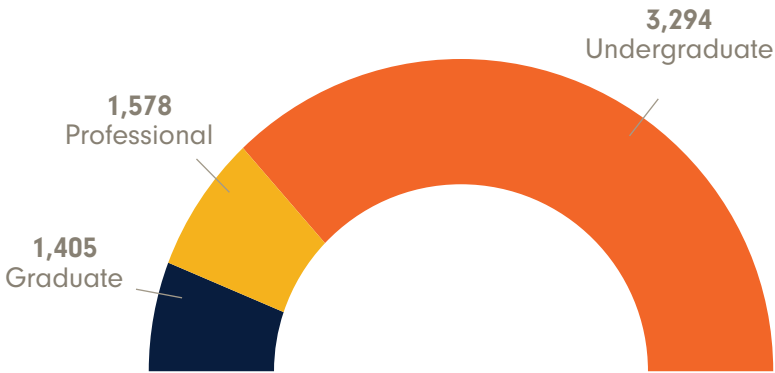
SAN FRANCISCO





# Student Body Profile

AS OF FALL 2022



## UNDERGRADUATE ETHNICITY BREAKDOWN

- American Indian/Alaskan Native
- Asian
- Black, non-Hispanic
- Hispanic/Latino
- Native Hawaiian/Pacific Islander
- White, non-Hispanic
- Multi-ethnic
- International
- Unknown/Other

## GENDER





## Student Life

Pacific students receive personalized education in small class settings, allowing them to form meaningful relationships with professors and engage deeply in their field of study. In addition, students at University of the Pacific enjoy a vibrant campus life, with activities and events for a diversity of interests, including:

**Student Organizations:** more than 150 student-led clubs and organizations on the Stockton campus alone in addition to professional organizations across our three campuses

**NCAA Division I Sports:** 10 women's teams and seven men's teams competing mostly in the West Coast Conference

**Arts and Culture:** theatre productions in Long Theatre, concerts in Faye Spanos Concert Hall, exhibitions in Reynolds Art Gallery and movies in the Janet Leigh Theatre

**Athletic Recreational Activities:** 11 active sport clubs and a wide variety of intramural sports

**Greek Life:** 11 social fraternities and sororities, 15 professional fraternities and the Multicultural Greek Council

**Student Government Arts & Entertainment:** exclusive and fun activities for students such as concerts, game nights, off-campus excursions and more

**Guest Speakers:** recent presenters include former Supreme Court Justice Anthony Kennedy, PBS NewsHour anchor Judy Woodruff, Seattle Seahawks Head Coach Pete Carroll, former Cisco CEO John Chambers and Dr. Philip Ewell, music theory professor and author of "Confronting Racism and Sexism in American Music Theory"





# Our Values

---

Our shared values are at the heart of who we are as Pacificans and represent what we do best. Our values guide and shape our students' success by defining the essence of what a Pacific education means. This affirmed set of values builds students' pride and sense of belonging to the university and transforms their Pacific experience into lasting loyalty.

Our values also support our faculty and staff development and engagement through a shared sense of purpose and identity. They foster a culture that recognizes and rewards the talents and commitment of our people, and cultivate an environment of innovation, inclusiveness and respect.

---

## ACADEMIC EXCELLENCE

We have high academic standards with a focus on teaching, scholarship and experiential learning. We invest in individualized attention and long-term relationships that build human potential.

---

## COMMUNITY ENGAGEMENT

We are committed to learning from and enhancing our communities. We share a sense of purpose and pride in what we accomplish together.

---

## DIVERSITY AND INCLUSION

We respect all individuals and embrace the richness that our diversity brings to us as an educational community. We recognize and honor differences, creativity and bridging what is distinct to create an inclusive environment.

---

## INTEGRITY AND ACCOUNTABILITY

We demonstrate integrity in our actions. We strive to always do the right thing and hold ourselves and others accountable.

---

## RESPECT AND CIVILITY

We demonstrate authentic respect for others and a willingness to engage in genuine discourse. We seek to establish common ground and ways to connect with others. We honor and value one another.

---

## STUDENT-CENTERED

Our students come first in everything we do. Student impact is an important consideration in every decision we make.

## The Opportunity

---

University of the Pacific is seeking a high-energy, forward-thinking communications executive to lead the Office of Strategic Communications. The CCO will report directly to the President, who is a former journalist and founding dean of the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. The CCO also serves on the President's Cabinet as one of the university's 10 key executive leaders.

The successful candidate will be both a long-term strategic thinker and a tactician who can execute with a sense of urgency. The CCO is responsible for the university's branding and communications strategies aligned with its mission, vision, values and strategic priorities across all platforms – digital, social and print. The CCO will work closely with the President and other key stakeholders to build and enhance the university's regional and national footprint.

## Responsibilities

---

- Leads and oversees the strategic communications portfolio, including branding and creative design, digital communications and social media, media relations and issues management, internal communications and student life communications. Provides communications support for the university's signature events including Homecoming, Commencement, Convocation and Week of Welcome.
- Partners with the President to successfully drive the development of strategic communications plans and tactics that enhance Pacific's brand and achieves both long- and short-term objectives. Areas of emphasis include advancing Pacific's national rankings, increasing national media, growing organic and paid digital and social engagement and leveraging content marketing across the enterprise.
- Provides leadership, coaching, mentoring and active management for the 18-member strategic communications team. Grows and develops the team's capabilities and continues to position the department to be strategic advisors in helping colleagues throughout the university move stakeholders to a measurable action, ultimately advancing the university to realize its vision.
- Oversees the continued progression of the university's brand identity and message architecture, establishing a well-defined and articulated framework aligned to Pacific's strategic vision that is rigorously followed by internal and external stakeholders. Builds on the existing partnership network across all departments, schools and colleges to advance the brand strategy through storytelling executed in the university's print and digital communications including its website and digital collateral, weekly newsletter, social media channels and annual 132-page magazine.

## Qualifications

- Partners with Enrollment Strategy, Student Life, Development and Alumni Relations and Diversity, Equity and Inclusion leaders to support innovative and strategic initiatives aligned with recruitment, yield, retention, student success and donor and alumni cultivation and engagement. Develops communications and marketing programs that foster brand advocacy to help drive pipeline growth, applications, year-to-year retention, philanthropy and alumni engagement.
- Grows and advances digital and web communications initiatives that leverage the capabilities of technology and content for audiences to experience all that Pacific has to offer. In partnership with Enrollment Strategy and leaders across the university, develops digital marketing strategies that help drive efforts across the enrollment funnel for existing and new programs and initiatives.
- Serves as a strategic advisor to the university's senior leaders. Advises on reputational issues and effective messaging to advance the university's reputation.
- Oversees, develops and manages department's budgets and identifies opportunities for efficiencies across the enterprise, including leveraging shared contracts.
- In an environment of increasing competition across higher education, remains current on the university's position with its competitors and creates strategies to gain and sustain advantage in the market.
- As a champion for the brand, influences and leads communications professionals across the university to foster an exchange of innovative ideas, resources and best practices.

- Bachelor's degree required; advanced degree desirable
- A minimum of 10 years in progressive leadership positions in strategic communications
- Experience in higher education or other complex, matrixed environments
- Experience leading creative teams including writers, editors, designers, digital professionals, photographers/videographers, social media specialists, external agencies and partners
- Demonstrated experience in driving brands and brand strategy with measurable results that have met goals

### KEY SKILLS AND ATTRIBUTES

- A high-energy, positive, optimistic and forward-looking leader
- An executive who embraces both relationship-based leadership and data-driven decision-making
- Ability to be both a long-term strategic thinker and a fast-moving tactician
- Passion for creativity, risk-taking and entrepreneurial leadership
- Desire to partner with and support high-level senior executives
- Passion for higher education



UNIVERSITY OF THE  
PACIFIC

P



# Application and Nomination Process

University of the Pacific has retained SP&A Executive Search, a national executive recruiting firm, to assist with this search. Review of applications, nominations, and expressions of interest will begin immediately and continue until an appointment is made. Applicants must submit: a current curriculum vitae and a cover letter describing relevant experience and interest in the position. For fullest consideration, applicants are advised to submit their materials by November 10, 2023. Nomination letters should include contact information for the nominees. All applications and nominations will be handled in confidence. SP&A will begin reviewing applications immediately and continue to accept applications and nominations until the position is filled.

**APPLICATIONS AND LETTERS OF NOMINATION SHOULD BE SUBMITTED TO:**



**Alberto Pimentel, Managing Partner**

**Sal Venegas Jr., Partner**

Email: [apsearch@spaexec.com](mailto:apsearch@spaexec.com)

**Refer Code:** Pacific-CCO in subject line

**SP&A Executive Search**

6512 Painter Avenue

Whittier, CA 90601

---

University of the Pacific is an affirmative action and equal opportunity employer dedicated to workforce diversity. In compliance with applicable law and its own policy, Pacific is committed to recruiting and retaining a diverse faculty and staff and does not discriminate in its hiring of faculty and staff, or in the provision of its employment benefits to its faculty and staff on the basis of race, color, religion, national origin, ancestry, age, genetic information, sex/gender, marital status, military and veteran status, sexual orientation, medical condition, pregnancy, gender identity, gender expression or mental or physical disability. The university will provide reasonable accommodations to individuals with a disability.

UNIVERSITY OF THE PACIFIC

**Sacramento Campus** | 3200 Fifth Avenue, Sacramento, California 95817

**San Francisco Campus** | 155 Fifth Street, San Francisco, California 94103

**Stockton Campus** | 3601 Pacific Avenue, Stockton, California 95211

 **Pacific.edu**