

UNIVERSITY OF
SOUTH CAROLINA

Vice President for Marketing

Columbia, South Carolina

A CABINET-LEVEL OPPORTUNITY AT SOUTH CAROLINA'S FLAGSHIP UNIVERSITY

The Opportunity

The University of South Carolina seeks a visionary, strategic, and results-driven marketing leader to serve as its inaugural Vice President for Marketing — a transformational opportunity to shape how one of the South's most dynamic flagship universities presents itself to the world.

With enrollment at an all-time high of 40,000 students on the Columbia campus, sponsored research awards surpassing \$300 million, and a \$2 billion capital campaign underway, USC is at a defining moment of momentum and ambition.

Reporting directly to President Michael Amiridis, this cabinet-level officer will lead approximately 45 marketing and creative professionals — building cohesive, compelling, and data-driven strategies that elevate USC's reputation locally, nationally, and globally.

40,000

Students on Columbia Campus

\$300M+

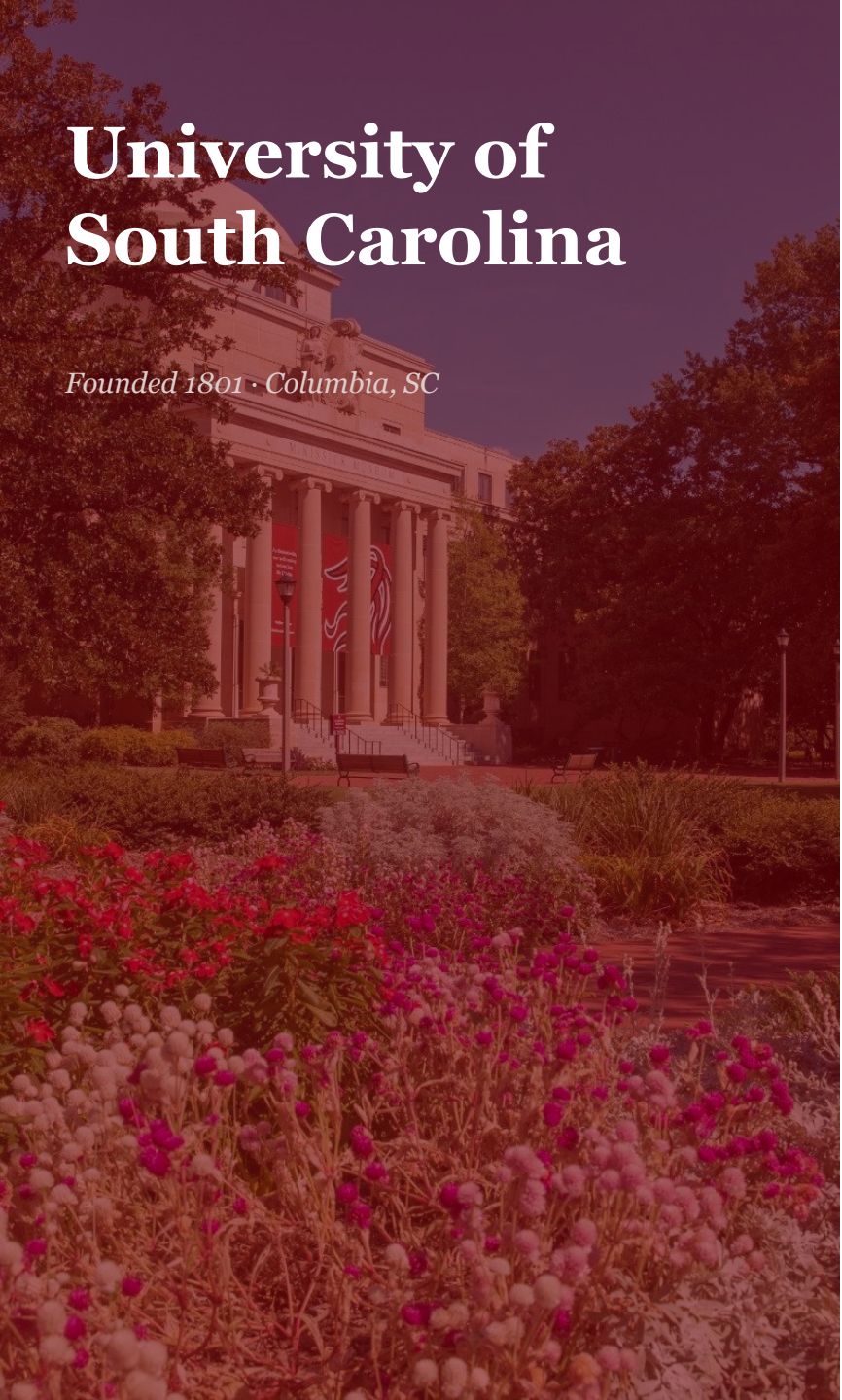
Sponsored Research Awards

\$2B

Capital Campaign Underway

45

Marketing & Creative Staff



University of South Carolina

Founded 1801 · Columbia, SC

About the University

Founded in 1801 and located in the heart of Columbia, the University of South Carolina is the state's flagship institution and the leading educator for South Carolina. The USC System serves more than 54,000 students across eight institutions statewide — awarding approximately 40 percent of all higher education degrees in South Carolina and contributing more than \$6 billion in annual economic impact to the state.

The Columbia campus is home to 16 colleges and schools, more than 2,600 faculty, and over 350 degree programs — the most comprehensive array of educational offerings in the state. Fall 2025 enrollment reached approximately 40,000 students, a new institutional record, with more than 60,000 applications received — a 13 percent increase over the prior year.

54,000+

System-wide Students

\$309M

Research Awards (FY2024)

60,000+

Fall 2025 Applications

\$6B+

Annual Economic Impact

The Role

The Vice President for Marketing will serve as USC's chief marketing and branding officer — a newly created cabinet-level role designed to ensure the university's marketing efforts are strategically cohesive, creatively compelling, and institutionally aligned. The VP reports directly to President Amiridis and leads a team of approximately 45 staff.

KEY RESPONSIBILITIES

Brand Strategy & Leadership

Conceive and implement a comprehensive marketing and branding strategy with cohesive messaging and a distinctive brand identity across all platforms.

Digital Ecosystem

Establish a unified digital presence that reflects the USC brand, creates a cohesive cross-platform strategy, and meets accessibility and user-experience standards.

Executive Partnership

Collaborate closely with the President's Office, Foundations, Enrollment, Athletics, and University Communications to ensure messaging supports the \$2 billion capital campaign.

University-wide Collaboration

Build collegial relationships with unit-based marketing teams across 16 colleges; provide leadership, guidance, and shared resources.

Program Excellence

Build and manage a best-in-class strategic marketing program benchmarked against peer institutions; routinely evaluate effectiveness and USC's positioning.

Team Leadership

Inspire, develop, and empower the marketing team through transparent communication, professional development, and a culture that rewards creativity and innovation.

Presidential Advisory Role

Serve as a trusted advisor and strategic partner to the President and cabinet on all matters of brand management, reputation, and public perception.

Strategic Context

Under President Amiridis, USC has sharpened its strategic focus around three priorities grounded in the university's foundational values of Access and Transparency, Inclusive Excellence, and Service and Integrity. The Vice President for Marketing will be a key partner in translating these priorities into compelling, audience-specific messaging.

01

Reimagining the Student Experience

Advancing Post-Graduate Success

02

Increasing Research and Scholarship

Driving Community & Economic Impact

03

Transforming Service Delivery

Promoting Operational Excellence

Candidate Profile

REQUIRED QUALIFICATIONS

Significant progressive leadership in strategic marketing and branding within large, complex organizations, with demonstrated success building enterprise-wide brand programs.

A bachelor's degree is required; an advanced degree is preferred.

PREFERRED EXPERIENCE & ATTRIBUTES

- Integrated brand strategy that measurably elevates institutional perception across diverse audiences
- Sophisticated command of the full marketing mix — earned, owned, and paid channels; digital, social, and emerging platforms
- Proven ability to use data and metrics to inform decision-making and measure campaign effectiveness
- Experience leading teams in complex, decentralized environments; leading through influence without direct authority

LEADERSHIP QUALITIES

Outstanding written and oral communication skills; ability to serve as a trusted spokesperson for diverse audiences

Strong operational acumen with demonstrated ability to manage complex budgets and deploy resources effectively

High emotional intelligence, integrity, humility, and the collaborative spirit required to thrive in a large public university

Deep appreciation for USC's history, mission, and aspirations — and the ability to articulate them compellingly

Experience in or strong appreciation for higher education and the unique complexity of a large public research university

A Place to Thrive

Columbia, South Carolina

Columbia & Community

Columbia is South Carolina's capital city and a dynamic hub for government, education, health care, the arts, and industry. The university's central location offers vibrant neighborhoods, cultural venues, rivers and parks, and easy access to both the coast and the mountains.

Flagship Institution

South Carolina's preeminent public research university, founded 1801

Capital City Energy

Vibrant urban campus in the heart of a growing, diverse state capital

R1 Research University

Carnegie R1 designation — \$309M in sponsored research (FY2024)

Global Community

Students from all 50 states and 110+ nations on the Columbia campus

Nominations, Inquiries & Applications

Applications should include an up-to-date CV and a letter of interest addressing the candidate's leadership experience and vision for marketing and brand strategy at a flagship, research-intensive public university.

For Full Consideration

Application Deadline: April 30, 2026

Review of materials will continue until the position is filled.

USC Vice President for Marketing Search

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The University of South Carolina is an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, sex, gender identity, age, color, religion, national origin, disability, sexual orientation, genetics, protected veteran status, pregnancy, childbirth, or related medical conditions. All applications and nominations will be handled with the strictest confidentiality until the finalist phase.