



## VICE PRESIDENT FOR COMMUNICATIONS



**GALESBURG, ILLINOIS**  
**[KNOX.EDU](http://KNOX.EDU)**

---



## Vice President for Communications

Knox College seeks nominations and applications for the position of Vice President for Communications.

### Knox College: An Overview

Founded in 1837 by anti-slavery social reformers, Knox College is a four-year, independent, national college of liberal arts and sciences located in Galesburg, Illinois. The College is one of the 50 most diverse campuses in America and prides itself on its historic commitment to increase access to all qualified students of varied backgrounds, races, and conditions, regardless of financial means. Knox is regularly recognized for this historic and transformative mission; most recently, the *New York Times* ranked Knox #16 in its 2017 “Top Colleges Doing the Most for the American Dream” College Access Index, which evaluates schools that are doing the most to provide both financial aid and the support that leads to graduation and academic success; *Washington Monthly* ranks Knox #34 in the nation for its commitment to the public good; and *Forbes* has included Knox on its Grateful Grads Index, which rates the top 200 colleges and universities for the success of graduates and the number of alumni who financially support their alma mater, for the last six years.

As the site of the fifth senate debate between Abraham Lincoln and Stephen A. Douglas in 1858, Knox also holds a place in national history. Its Old Main is the only site from the debates that stands today and is a registered



National Historic Landmark. Two years after the debates, and during his presidential campaign, Lincoln was awarded the first honorary doctorate ever conferred by Knox College—a Doctor of Laws degree, announced at the Commencement exercises of July 5, 1860. Knox and its hometown, Galesburg, were also known as a center of Underground Railroad activity, and the College has been designated a “Freedom Station” by the National Underground Railroad Freedom Center.

For more information about Knox and Galesburg history: [www.knox.edu/knoxhistory](http://www.knox.edu/knoxhistory)

## Galesburg, Illinois

Knox College is located in the heart of Galesburg, Illinois, a classic prairie city of red brick streets and Victorian homes, yet it has many of the features usually associated with larger cities—such as a thriving arts scene with the Knox-Galesburg Symphony, Prairie Players Civic Theatre, Discovery Depot Children’s Museum, and the Galesburg Civic Art Center. Galesburg is home to both Knox College and Carl Sandburg College, a two-year community college. It is the principal city of the Galesburg metropolitan statistical area, which includes all of Knox and Warren counties.

With a population of more than 32,000, Galesburg is 45 miles northwest of Peoria, Illinois, and 55 miles southeast of the Quad Cities, four cities that straddle the Mississippi River in Illinois and Iowa. This friendly, diverse community is served by two nearby airports, Quad City International Airport in Moline and the Greater Peoria Regional Airport, as well as daily Amtrak service to Chicago, approximately 150 miles away.

For more information about Galesburg:  
[www.gogalesburg.com](http://www.gogalesburg.com)



## Our Mission

Knox College is a community of individuals from diverse backgrounds, who challenge each other to explore, understand, and improve ourselves, our society, and our world. The commitment to put learning to use to accomplish both personal and social goals dates back to the founding of the College in 1837.

Today, we continue to expand both the historic mission and the tradition of active liberal arts learning. We provide an environment where students and faculty work closely together and where teaching is characterized by inviting and expecting students to pursue fundamental questions in order to reach their own reflective, but independent, judgments.

The College mission is carried out by reaffirming and extending our ongoing commitment to a diverse community of students, faculty, and staff with each new hire and admission. Our aims throughout are to foster a lifelong love of learning and a sense of competence, confidence, and proportion that will enable us to live with purpose and to contribute to the well-being of others.

To learn more about our mission: [www.knox.edu/mission](http://www.knox.edu/mission)





## Our Student Body

Knox College has an extraordinarily diverse, open-minded, and engaged student body:

- 1,300 students, from 48 States/Territories and 51 Countries
- 57% women; 43% men
  - African American: 8%
  - Asian American or Pacific Islander: 5%
  - Hispanic: 15%
  - International: 17%
  - Multiracial: 6%
- Graduated in the top 25% of their high school class: 66%
- Graduated in the top 10%: 34%
- Student-Faculty Ratio: 11:1
- Average Class Size: 14
- Total Faculty: 120
- Full time faculty with Ph.D. or equivalent terminal degree: 95%
- Majors & Minors: 92
- 60% of students participate in varsity, club, or intramural sports
- 11 club and intramural sports



## Our Academic Program

The College offers more than 60 courses of study, including 39 majors and 53 minors in the arts, humanities, sciences, and social sciences. In addition, Knox offers nine pre-professional and cooperative programs, including business, engineering, and law. Knox's educational experience is known for its immersive terms, a cluster of courses in one term focused around a theme. The College offers six immersive term opportunities: Repertory Theatre Term, Green Oaks Term, Japan Term, StartUp Term, Clinical Psychology Term, and Open Studio Term.

The Knox faculty recently completed a comprehensive review of the Knox educational experience, and implementation of their work was launched in fall 2018.





*“Wherever people come together in an interdisciplinary effort demanding creativity, excellence, dedication, and passion, Knox alums are likely to be there in strength far greater than any expected numbers. Such is the power of the Knox experience: that mysterious alchemy by which individuals are gathered from far and wide to a small campus in rural Illinois, where they are transformed and energized through their interaction with each other and with the faculty and staff who are dedicated to their learning, and then fan out across the globe to do great work.”*

## About the President

Dr. Teresa L. Amott is the 19th president of Knox College. She is the first woman to lead the institution.

Prior to assuming her post at Knox College, President Amott spent six years as provost and dean of the faculty at Hobart and William Smith Colleges (HWS) in Geneva, New York. At HWS, she helped design and implement a strategic plan focused on expanding the academic program and faculty, increasing faculty diversity, and renovating the academic facilities. Before joining HWS, she was vice provost at Gettysburg College in Gettysburg, Pennsylvania, from 2000–2005. She has held academic appointments at Bucknell University, Harvard University, University of Massachusetts at Boston and Amherst, and Wellesley College.

President Amott holds a Ph.D. from Boston College and a B.A. from Smith College. Her research has focused on the labor market experiences of women and people of color. Among her publications are articles and essays addressing these topics, and she is co-author of *Race, Gender, and Work: A Multicultural Economic History of Women in the United States* (with Julie Matthaei).

Since joining the Knox community in July 2011, President Amott has focused her efforts on the creation and implementation of a strategic plan, Knox 2018, which calls for advancing the College’s distinctive approach to liberal education for the 21st century, fostering engagement and participation across the many constituencies that make up the Knox community, renewing campus facilities, and ensuring the sustainability of the College for generations to come. Over the last six years, Knox has seen record applications for admission and record-breaking fundraising initiatives, the introduction of new academic programs, the renovation of Alumni Hall, a LEED-Gold certified educational center, and the opening of the Whitcomb Art Center in January 2017.

President Amott currently serves as a member of the NCAA Division III Presidents Council, Campus Compact, Illinois Campus Compact, and on the board of directors of the National Association of Independent Colleges and Universities (NAICU).





## The Office of Communications

The Office of Communications oversees all College-wide communications, including the website, social media, digital and print publications, media relations, and brand management, as well as visioning and implementing communication and marketing initiatives.

The office serves three primary constituents—Admission, Advancement, and the internal Knox community—helping the College expand its capacity to attract top students, faculty, and staff; enjoy the support of its many constituents, including alumni, parents, and friends; and keep the Knox community informed of campus-wide changes, updates, and initiatives. In consultation with its primary constituents, the office creates concepts to market the College’s distinctive programs, assets, constituents, and initiatives; creates and communicates overall external and internal messaging for the College; and creates and maintains the overall brand identity, communication strategies, schedules, and benchmarks to support strategic goals. In addition to the vice president, the office includes a team of nine professionals in the following positions:

- Associate Director of Communications
- College Writer/Editor
- Communications Coordinator
- Communications Designer
- Director of Creative Services
- Director of Web Initiatives
- Editorial Director
- Photographer
- Visual Media Producer

Learn more about the Office of Communications staff: [www.knox.edu/offices/communications/who-we-are](http://www.knox.edu/offices/communications/who-we-are)



## Vice President for Communications

Knox College is seeking a Vice President for Communications to join the president's senior leadership team at this historic liberal arts college. The new Vice President will chart the direction of the College's strategic communications and messaging to prospective students and parents, alumni, donors, the on campus community, and other critical regional and national audiences, promoting a climate of support and engagement among key constituencies.

Knox has a proud reputation for its one of a kind academic experiences and its inclusive and creative community. Recognized as one of the 50 most diverse campuses in the U.S., Knox has a nearly 200-year-long commitment to keeping a high-quality liberal arts education available to all promising students, regardless of background.

In this role, the VP for Communications can expect to:

- Work closely with the president on priority institutional communications, leadership messaging, media outreach, and more.
  - Collaborate with the president and senior staff on strategic planning, crisis management, trustee engagement, and campus institutional leadership.
  - Strategize with the leadership of Advancement and Admission on, respectively, critical fundraising and recruitment communications across all media and outreach channels and platforms.
  - Set the vision for and provide leadership and guidance to an outstanding team of nine communications and marketing professionals, including writers, designers, developers, photographers, and videographers.
  - Develop a comprehensive communications and marketing strategy, complete with priority messages, a creative tactical plan, and ambitious outreach goals.
  - Oversee internal college communications, providing the community with access to announcements, activities, and events to maintain and enhance a cohesive campus culture.
- Ensure Knox is capitalizing on new and emerging technologies that effectively combine with print and digital media for maximum strategic impact and reach, in service to core Knox priorities.
  - Provide articulate and persuasive messaging on the value proposition of a liberal arts education.

### Qualifications

Knox is looking for a strategic leader, an experienced and savvy communications and marketing professional who is an imaginative, nimble, and innovative thinker. A sense of humor will be welcome. The successful candidate will be a collaborative campus leader with proven management skills and an enthusiastic, energetic self starter with a keen attention to detail. Our new communications leader must possess excellent oral and written communication skills, the ability to juggle multiple deadlines and projects and be comfortable leading not only our internal creative team but also partnering with other College departments, outside agencies and vendors, living and working as part of a vibrant multicultural community.

Other requirements:

- A minimum of a bachelor's degree; advanced degree is preferred.
- A minimum of seven years of managerial roles in communications or marketing—showing progressive development of skills and leadership in higher education or related nonprofits.
- Experience with or in depth knowledge of best uses of a wide array of communications media, including print, social, web, video, and design.
- Readiness to serve as an effective college spokesperson, including in a crisis, and to play an instrumental role in all crisis management.
- Experience working directly with news media or proven ability to provide guidance, counsel, and insight on presidential and college news media outreach.
- Familiarity with the higher education environment preferred.

## How to apply

Please complete a brief application and upload your resume and cover letter at [www.knox.edu/comvp](http://www.knox.edu/comvp). Review of applications will begin immediately and remain open until the position is filled. Finalists will be subject to a background check. This search is being conducted in collaboration with Ballentine Consulting Partners, which will manage all communication with applicants throughout the process of application through finalist interviews.

For more information about Knox College, please visit [knox.edu/about-knox](http://knox.edu/about-knox). Or check us out on film at [knox.edu/knoxmade](http://knox.edu/knoxmade)

**Meg Kimmel** and **Tom Kazee**, of Ballentine Consulting Partners, are assisting Knox College with this search.

## Notice of Non-Discrimination

In keeping with its commitment to equal rights since it was founded in 1837, Knox College particularly welcomes applications from members of underrepresented groups. Knox College does not discriminate on the basis of sex, pregnancy, gender identity or expression, race, color, creed, national or ethnic origin, religion or religious affiliation, sexual orientation or preference, age, marital or family status, disability, veteran status, or other status protected by applicable federal, state, or local law in admission, financial aid, employment, athletics, or any other aspect of its educational programs or activities.

In addition, Knox College is prohibited by Title IX of the education amendments of 1972 and its accompanying regulations from so discriminating on the basis of sex.

Any inquiries regarding Title IX or the College's policies that prohibit discrimination should be directed to the Title IX coordinator identified below. The coordinator will be available to meet with or talk to students, staff, and faculty regarding issues relating to Title IX and this policy.

Lead Title IX Coordinator

Kimberly K. Schrader  
Old Jail 12 | Campus Box K-209  
309-341-7751 office | 309-337-6536 cell  
[kschrade@knox.edu](mailto:kschrade@knox.edu)

Deputy Title IX Coordinator

Crystal D. Bohm  
Associate Vice President of Human Resources  
Administrative Services Center 109 | Campus Box K-200  
309-341-7200 office  
[cdbohm@knox.edu](mailto:cdbohm@knox.edu)

Individuals may also contact the U.S. Department of Education's Office of Civil Rights for additional information.

Office for Civil Rights  
U.S. Department of Education-Chicago Office  
500 W Madison St., Suite 1475  
Chicago, IL 60661-4544  
Telephone: 312-730-1560  
[ocr@ed.gov](mailto:ocr@ed.gov)

