



## **Director of Business Development & Strategic Communications**

Art & Science Group, LLC, one of the nation's most influential consulting firms to educational institutions, seeks an intelligent, dynamic, and experienced professional to lead and provide vision for its business development and communications activities. Art & Science delivers market-informed institutional strategy to colleges and universities, independent schools, and non-profit organizations across the country. The Director of Business Development & Strategic Communications will be a critical partner to the firm's principals and will proactively drive the identification and cultivation of potential clients as well as oversee the firm's marketing efforts and external communications. In keeping with the sophisticated and complex nature of the firm's engagements, the Director will bring a nuanced approach to their work and seek to further bolster Art & Science Group's position as a thought leader in its markets.

Based in downtown Baltimore steps from the city's lively waterfront, Art & Science Group is an energetic and intellectual workplace. The Director will have the rare opportunity to work closely with both the firm's principals and consultants and the leaders of the top mission-driven institutions in the country. The Director will directly supervise two staff members and work collaboratively with others across the firm.

### **ABOUT ART & SCIENCE GROUP**

Art & Science Group delivers a combination of empirical rigor and creative thinking unique among higher-education consulting firms. An early pioneer in connecting strategic planning with the positioning of institutions in their markets, Art & Science has developed the most sophisticated methodologies available today to guide the strategy of colleges, universities, and independent schools.

In the 25 years since its founding, Art & Science Group has developed a significant national presence, and has experienced exponential growth in the past five years as the pace of change within higher education has accelerated. Art & Science Group's client list includes top organizations in each of the sectors in which the firm consults: private universities (University of Chicago, Columbia University, Dartmouth College, Drexel University, Duke University, Harvard University, Rice University, Wake Forest University, Washington University of St. Louis, and Yale University); public universities (Indiana University, University of Michigan, University of North Carolina, and University of Virginia); small private colleges (Agnes Scott College, Claremont-McKenna College, Furman College, Grinnell College, Hamilton College, Haverford College, Hendrix College, Macalester College, Oberlin College, Reed College, Smith College, Spelman College, and Wooster College), and independent schools (Concord Academy, Durham Academy, Episcopal High School, Hockaday School, Kent School, and Nueva School). The institutions listed above are just a few of those who have benefitted from the strategic guidance provided by Art & Science over the past decades.

## THE ROLE OF THE DIRECTOR OF BUSINESS DEVELOPMENT & STRATEGIC COMMUNICATIONS

The Director will be responsible for working flexibly, creatively, and proactively with each of the firm's principals across the full spectrum of business development and marketing activities: from increasing the firm's visibility in its target markets to cultivating early-stage relationships with potential clients to managing the proposal process to closing the final sale. In doing so, the Director will be responsible for maintaining a high-level perspective on all of the firm's current prospects and adjusting priorities as needed. At the same time, the Director must also ensure a hands-on, detail-oriented approach to all of the firm's marketing and communication activities, ensuring both accuracy and intellect. The core responsibilities of the Director's role will therefore include:

- Further enhancing Art & Science Group's recognition within the higher education and independent school sectors by positioning its principals as thought leaders both regionally and nationally;
- Cultivating and engaging the firm's potential client base through use of sophisticated and effective business development, marketing, and communication strategies;
- Working with influential journalists and editors to expand the recognition of the firm's principals as expert sources and managing requests for comment from a wide range of media on topics germane to the firm's work;
- Drafting and refining written materials in support of business development and sales, including written proposals, presentations, and sales meetings;
- Identifying, creating, and executing events at which the principals can engage with potential clients in person, such as conference panels, conference receptions, or other unique firm-sponsored events;
- Providing strategic leadership to the client relations team (currently two direct reports), ensuring their ongoing professional development, retention, and success; and,
- Overseeing at a high level the consistent quality of the firm's brand assets: visual identity, messaging, website, email marketing, social media, among others.

## DESIRED QUALITIES AND QUALIFICATIONS

The ideal candidate may come from a variety of backgrounds but should have extensive knowledge of higher education and/or independent schools as well as an understanding of how to move a complex initiative forward in a mission-driven institution. They should be comfortable interacting with high-level executives such as college presidents, provosts, and heads of school, as well as with journalists, association staff, and other influential people. A bachelor's degree is required; an advanced degree is preferred.

In addition, the next Director will bring many of the complementary skills and experiences to the role:

- An understanding of how to cultivate, develop, and manage prospects over a long period of time;
- Exceptional project management and organizational skills, including the ability to set and adapt to changing priorities;
- Strong oral and written communication skills, including the ability to write persuasively for highly educated audiences;
- Solid decision-making skills and outstanding judgment, including discretion in the management of confidential information;
- An ability to work quickly and nimbly in a fast-moving, client-driven business;
- The diplomacy and skill to work effectively in a matrixed environment;
- A genuine enthusiasm for working shoulder-to-shoulder with talented colleagues as part of a high-performing and closely-knit team;
- A personal commitment to ensuring that the firm is a diverse and inclusive place in which each team member has the support they need to thrive;
- An ability to manage and mentor talented staff members;
- Proficiency with a CRM platform, preferably Salesforce, to manage the firm's business development and marketing efforts;
- Experience with effective use of print media as well as digital marketing tools including content management systems, email marketing, and social media; and,
- A quick and creative mind, an entrepreneurial drive, and a desire to advance the work of mission-driven organizations for the betterment of society.

## CONTACT

Storbeck/Pimentel & Associates is assisting Art & Science Group with this search. Please send nominations, applications, and queries in confidence and electronically to:

**Sue May, Partner**  
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*Art & Science Group, LLC values a diverse workplace and encourages candidates of all backgrounds to apply.*