



UC RIVERSIDE

Leadership Profile: Associate Vice Chancellor and Chief Communications and Marketing Officer



Associate Vice Chancellor and Chief Communications and Marketing Officer
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EXECUTIVE SUMMARY

The University of California, Riverside (UCR) is seeking a strategic, creative, and collaborative leader to serve as the Associate Vice Chancellor and Chief Communications and Marketing Officer (AVC/CCMO). As a key member of the Chancellor's leadership team, the AVC/CCMO will be responsible for developing and directing communications and marketing strategies for the University. As the Chancellor sets forth his strategic priorities, the AVC will be pivotal in advancing the Chancellor's goal of elevating UCR's brand and reputation on both national and international levels.

ABOUT THE UNIVERSITY OF CALIFORNIA

In over 150 years since its founding, the University of California (UC) has evolved into the world's preeminent public research university system, with an annual operating budget of more than \$51 billion. The UC comprises 10 campuses — Berkeley, Davis, Irvine, Los Angeles, Merced, Riverside, San Diego, San Francisco, Santa Barbara, and Santa Cruz — which collectively enroll nearly 300,000 students. The system also operates six academic health systems — at UC Davis, UC Irvine, UCLA, UC Riverside, UC San Diego, and UCSF — as well as three affiliated national laboratories: Lawrence Berkeley National Laboratory, Los Alamos National Laboratory and Lawrence Livermore National Laboratory. Together, UC institutions employ more than 265,000 faculty and staff, and they boast 2.5 million living alumni around the world. Half a million people annually benefit from UC continuing education courses, as well as from the services and discoveries of UC-affiliated research centers and educational programs operating throughout California.

The UC system boasts 74 Nobel laureates, setting a record in 2025 with five UC-affiliated winners in Medicine, Physics, and Chemistry.

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UCR is a dynamic, R1 research and educational institution. UCR's roots trace back to 1907 with the establishment of the Citrus Experiment Station, and it formally became a general campus in 1954. UCR is a member of the Association of American Universities (AAU), a consortium of the United States' leading 71 research universities. From its inception, UCR has been a constantly evolving institution. The UCR School of Medicine welcomed its first class of students in 2013, becoming the first new public medical school in California in 40 years, and a School of Public Policy in 2015. Today, UCR is an outstanding research and educational institution with a distinct commitment to academic excellence, social mobility, and public service, embodying and empowering the California Dream.

UCR is a proud member of the Association of American Universities (AAU) and is consistently ranked [by the Center for World University Rankings](#) among the top 1.3% of universities worldwide. In fiscal year 2023, the university generated \$200 million in research expenditures. The faculty is highly distinguished, with more than more than 1,200 faculty — including two Nobel Prize winners and 48 members of national academies. The campus offers a comprehensive range of programs, including over 100 bachelor's, 55 master's, and 44 Ph.D. programs across its seven academic units: the College of Humanities, Arts, and Social

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Sciences; the College of Natural and Agricultural Sciences; the School of Education; the Marlan and Rosemary Bourns College of Engineering; the School of Business; the School of Medicine; and the School of Public Policy. UCR Extension offers certificates and various professional development programs.

UCR is nationally recognized as one of the most racially and economically diverse campuses in the UC system. In 2025, UCR was named the No. 1 university in the nation for social mobility by [U.S. News & World Report](#). The university also held the No. 1 ranking in freshmen retention rates for Pell Grant recipients by the Chronicle of Higher Education. In fall 2025, UCR enrolled more than 27,000 undergraduates and 3,785 graduate students. Among students seeking undergraduate degrees, 41.8% were Chicano or Latino, 34.4% were Asian, 9.7% were White, 3.9% were Black, and 5.2% identified as multi-racial. 48% of students are Pell Grant recipients. 49% of UCR undergraduates identify as first-generation college students.

Located in Inland Southern California on nearly 1,200 acres, UCR maintains close connections to the local community. It is one of the largest employers in the city of Riverside and the only R1 university in the area. UCR's economic impact in the state of California is about \$2.7 billion annually, with more than 86.3% of this economic activity benefiting Inland Southern California. In 2024, UCR received the Carnegie Elective Classification for Community Engagement in recognition of its strong community partnerships. The university operates on an operating budget of \$1.7 billion (FY 2025) and, as of June 2025, UCR had 1.29 billion in endowed assets. Guiding its future is the strategic plan, UCR 2030, which focuses on three key goals: building financial stability, investing in the success of its people, and expanding its visibility and scope of influence locally, nationally, and globally.

To learn more about UCR, visit <https://www.ucr.edu/>.



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ABOUT THE TEAM

The Communications and Marketing team functions to enhance and protect the reputation of UCR in support of the university's mission to enhance the quality of life for the people of California, the nation, and the world. The team tells the UCR story and engages university constituents through marketing and communications.

The Associate Vice Chancellor and Chief Communications and Marketing Officer (AVC/CCMO) will provide leadership to a team of 27 staff members and will be responsible for managing a total operating budget of \$4.9 million. The units within Communications and Marketing include Brand & Creative, News & Content, Digital Marketing & Analytics, Video & Photography, and Executive Communications.

POSITION OVERVIEW

Reporting to the Chancellor, the AVC/CCMO serves as the principal administrator responsible for advancing the brand, elevating the reputation, and enhancing widespread understanding of the mission of UCR. One of the Chancellor's strategic priorities involves increasing the visibility and understanding of UCR's mission and successes both nationally and internationally. The AVC/CCMO will develop and direct communication and marketing strategies, collaborate with communications staff and partners across different departments, and develop a roadmap to achieve this goal.

Reporting to the AVC/CCMO is a highly collaborative team with a tremendous amount of dedication, expertise, and institutional knowledge. The AVC/CCMO will continue to foster a positive team culture as the

unit works collaboratively with communication teams distributed across UCR's schools and departments. In addition to directly providing oversight of central units, the AVC/CCMO will provide guidance to communications and marketing teams throughout the university to ensure consistency and collaboration toward shared goals for the campus.



As a member of the Chancellor's leadership team, the AVC/CCMO fosters a culture of collaboration. This role will work closely with the Chancellor, Associate Chancellor, and other key campus executives and stakeholders. Through consulting with and advising campus leaders, the AVC/CCMO will align the campus in creating a consistent voice in storytelling and messaging to advance and strengthen the University's engagement with diverse audiences - locally, nationally and globally - that include but are not limited to faculty, staff, alumni, donors, and the community in the Inland Empire and Southern California regions, peer institutions, students, and prospective students.

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KEY OPPORTUNITIES AND CHALLENGES

Elevate UCR's visibility and reputation

One of the priorities for the AVC/CCMO will be to increase knowledge of the University's reputation to a wider audience. UCR is well recognized in the local community, creating lasting and strong partnerships. With the help of the incoming AVC/CCMO, the campus community aims to increase awareness of UCR's research and academic excellence. To raise UCR's visibility both nationally and internationally, the AVC/CCMO will develop and implement complex communications and marketing strategies.

Drive alignment and cohesion across UCR's communications and marketing

Communications and marketing at UCR is moving toward a more centralized structure, with the goal of building alignment and a cohesive story and voice throughout campus's communications units. UCR is a very active campus with many stories to share across a wide range of audiences, from students, staff, faculty, alumni, donors, and the local community. The campus community brings passion for UCR's excellence in research and student success. The AVC/CCMO and their teams will work in collaboration with the leaders, departments, and units on campus to spotlight any stories and exciting news to be shared among the broad range of audiences.

Lead and maintain a strong, collaborative, and experienced marketing and communications team

The Communications and Marketing team at UCR is a high-performing group. Overseeing the five groups, the AVC/CCMO will support staff development and work toward the collective goal of increasing UCR's brand and reputation. The team is undergoing a structural change by reporting to the Chancellor's Office, and the AVC/CCMO will support and foster positive morale in this process. The AVC/CCMO and their team will ensure communications and marketing strategies are implemented in support of the University's overarching goals.

KEY RESPONSIBILITIES

As the Chief Communications and Marketing Officer for UCR, the AVC/CCMO holds broad, campuswide leadership responsibilities across executive advising, central communications oversight, and strategic brand and reputation management.

Representing UCR and advising senior leadership, the AVC/CCMO serves as a trusted strategist to the Chancellor, Provost/EVC, and other campus leaders, offering expert counsel on communications priorities, challenges, and effective approaches. The AVC/CCMO oversees the planning and execution of both internal and external communications originating from the Chancellor, ensuring the institution's vision and priorities are clearly articulated and that university issues and opportunities are addressed with accuracy and transparency. They maintain current knowledge of broader higher education dynamics that influence UCR and collaborate closely with UC Office of the President and peer campuses to strengthen

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understanding of UCR's mission, values, and contributions. As a key member of the crisis-response team, the AVC/CCMO may represent the University's position on matters of high visibility and public interest, providing media briefings and interviews that require sensitive judgment, credibility, and adherence to legal and policy constraints, including connecting reporters to appropriate campus officials or faculty for requested interviews.

Overseeing UCR's central communications & marketing team, the AVC/CCMO is responsible for other functional area(s) in addition to core communications functions. This responsibility includes making decisions on administrative and operational matters such as administrative processes and budget, overseeing the annual operational budget, and providing leadership in translating strategic and tactical operational plans into multi-year operating budgets. The AVC/CCMO ensures that the organization's services comply with federal and state regulations and University policies. They may be responsible for



publishing the University's major press releases to the university website and for broader distribution. The AVC/CCMO directs the communications program, including staff supervision, budget development and administration, and strategic planning. The person will also direct the gathering, writing, editing, and dissemination of University news and achievements for key audiences through media, print publications, including UCR's alumni magazine, websites, social media, other digital channels, public presentations, and events.

Driving the development and implementation of an integrated communications and marketing strategy, the AVC/CCMO provides overarching vision and leadership to build UCR's brand and reputation locally, nationally, and internationally. Through strategic planning and program oversight, they will ensure UCR's strengths, impact, and distinct identity are clearly conveyed to audiences. The AVC/CCMO collaborates with colleagues to ensure an integrated advancement approach that effectively leverages communications and events to engage and activate stakeholders in support of UCR's mission and goals. They develop and implement a comprehensive, proactive external marketing and communications strategy that interprets campus goals and achievements for key audiences, capitalizes on UCR's unique strengths, and positions the campus for greater success in key areas such as enrollment, faculty and staff recruitment, fundraising, alumni engagement, and governmental advocacy. They will create strategies that link opportunities across colleges, divisions, departments, and campus programs with alumni and constituent interests; ensure optimal participation and support from external resources aligned with campus priorities and initiatives; and establish visibility and credibility with constituents who generate tangible support for the campus mission, ensuring an inclusive approach and maintaining consistent and integrated public messages. The AVC/CCMO also engages in branding, marketing, and communications in cooperation with the UCR School of

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Medicine, UCR Health, Enrollment Services, Athletics, and other units to ensure alignment with the campus brand and effective marketing that increases UCR's visibility and drives engagement.

CANDIDATE PROFILE

The Associate Vice Chancellor and Chief Communications and Marketing Officer will be joining UCR at a pivotal time in its trajectory, reporting to a new Chancellor who is charting an ambitious path for the university's visibility, reputation, and growth. This leader will play a critical role in shaping how UCR is recognized nationally and globally, building on its distinction in world-class research, transformative student success, and deep commitment to community impact. Their work will influence enrollment outcomes, philanthropic momentum, talent recruitment, and UCR's stature among leading institutions.



The ideal candidate is a collaborative and forward-thinking strategist who excels in navigating complex environments. They will bring the political acumen and interpersonal finesse needed to build trust, cultivate shared priorities, and unify a broad network of communicators, faculty, and leaders around a compelling brand vision. Leading through influence rather than authority, they ensure that communications strategies are not only thoughtfully designed but widely embraced across campus.

With demonstrated success in developing and implementing sophisticated communications and marketing strategies, this leader understands how to elevate institutional identity and differentiation. They are fluent in traditional communications as well as modern digital-first approaches, leveraging analytics, emerging tools, and rapidly evolving platforms to reach diverse audiences—from prospective students and families to alumni, donors, policymakers, industry partners, and peers. Agile and innovative, they will anticipate trends and engage audiences through tailored, impactful storytelling that communicates UCR's strengths authentically and boldly.

As a manager and culture-builder, the AVC/CCMO will guide a talented, high-performing communications and marketing team, championing staff development and fostering creativity, accountability, and shared purpose. They will advocate for the resources and structure necessary to elevate communications as a strategic partner to leadership. The AVC/CCMO will also steward budgets and resources effectively, ensuring communications and marketing activities are delivered on time, within scope, and aligned to institutional priorities.

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The candidate will bring a blend of strategic communications expertise, digital innovation, brand storytelling, and strategic leadership. They will translate the complexity and ambition of a research university into messages that are clear, compelling, and relevant. As a trusted advisor to senior leadership, they will proactively identify challenges and opportunities and drive solutions that improve alignment, efficiency, and effectiveness across units.

In partnership with the Chancellor, campus leaders, and stakeholders, the AVC/CCMO will play a critical leadership role in elevating UCR's visibility and reputation, ensuring the University's excellence is seen and celebrated not only in California but across the nation and around the world. Through clear vision, dynamic storytelling, and strategic reputation-building, this leader will amplify UCR's identity as one of the most diverse and socially impactful universities in the country, strengthening recognition of its contributions to student success, research innovation, and the future of higher education.

To view the full job posting and officially apply for consideration, please visit:

<https://jobsportal.ucr.edu/jobs/36271512>

PROCEDURE FOR CANDIDACY

For full consideration, candidate materials should be received by February 10, 2026. The position is open until filled.

Required application materials include a cover letter and resume or CV and should be submitted using UCR's job portal: <https://hr.ucr.edu/jobs>

Nominations and inquiries can be directed, confidentially, to: James Kao, Esha Bharati, and Tracey Frink of Berkeley Executive Search at ExecutiveSearch@berkeley.edu.

The University of California is an Affirmative Action/Equal Opportunity Employer with a strong institutional commitment to the achievement of diversity. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, or protected veteran status.

COMPENSATION

The full salary range for the Associate Vice Chancellor & Chief Communications Officer is \$161,500 - \$326,300 annually. However, the expected pay scale for this position is up to \$284,832 annually.

ABOUT THE CHANCELLOR

Dr. S. Jack Hu began his service as the 10th chancellor of UCR in July 2025. A mechanical engineer by training and a nationally recognized leader in advanced manufacturing, Dr. Hu brings nearly four decades of experience in education, research, academic leadership, and innovation to his role.

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Prior to UCR, he served as senior vice president and provost at the University of Georgia, where he led the institution's academic mission across 19 schools and colleges encompassing disciplines in the arts, humanities, social and behavioral sciences, physical, biological and agricultural sciences, engineering, health, and medicine. He oversaw the areas of instruction, research, public service and outreach, and information technology with the respective vice presidents of these areas. Dr. Hu partnered with deans and a provost task force on academic excellence to define and implement faculty hiring initiatives in precision agriculture, Parkinson's research, data science and artificial intelligence, and electric mobility, and created the UGA Humanities Council—efforts that resulted in the creation of new research initiatives and centers to foster long-term, interdisciplinary collaboration. He also worked to strengthen enrollment planning across undergraduate, graduate, and online programs.

Previous to his position at the University of Georgia, Dr. Hu served as vice president for research at the University of Michigan, overseeing a \$1.5 billion research enterprise. He helped launch major interdisciplinary initiatives in data science and mobility technology, including Mcity, a public-private partnership for connected and automated vehicles. He also led the formation of several international partnerships for research and education.

A leader in manufacturing science, Dr. Hu has advanced the fields of assembly systems, materials joining, and quality control. His research has been supported by more than \$46 million in funding from the U.S. Department of Energy, the National Science Foundation, and major industry partners such as General Motors. He holds 10 U.S. patents and has published nearly 200 peer-reviewed journal articles, as well as conference papers, book chapters, and technical reports. His work has improved manufacturing processes and productivity in several industrial sectors.

Dr. Hu was elected to the National Academy of Engineering in 2015 for his groundbreaking contributions to manufacturing systems. He is an elected Fellow of several leading organizations, including the American Society of Mechanical Engineers (ASME), the Society of Manufacturing Engineers (SME), the National Academy of Inventors, and the International Academy for Production Engineering. He has received numerous honors for his contributions to research and engineering.

A first-generation student, Dr. Hu earned his bachelor's degree in engineering from Tianjin University in China before completing his Master's and Ph.D. degrees in mechanical engineering at the University of Michigan.

He is a strong advocate for the role of public research universities in advancing knowledge, driving innovation, transforming lives, and serving the public good.

CAMPUS STRATEGIC PLAN

UCR's Campus strategic plan "[UCR 2030](#)" outlines the campus' ambitions for where the campus community would like to be in 2030 and its intentions for how it will get there. Each spring, the strategic plan website is updated to provide links to metrics, data, and stories to assess the progress toward the campus's goals. The central campus strategic goals outlined provide the foundation for the faculty and staff in the schools, colleges, and other organizational units to achieve the goals laid out in their respective plans.

There are five pillars to the UCR mission:

1. Distinctive, transformative research and scholarship
2. A rigorous, engaging, and empowering learning environment
3. A welcoming, inclusive, and collaborative community
4. Advancement of the public good
5. Sustainability for climate action and environmental justice

To learn more, please visit:

<https://strategicplan.ucr.edu/>

ABOUT THE INLAND EMPIRE

UCR is located in the City of Riverside, part of the rapidly growing Inland Empire region with 4.6 million residents.

This leading public research university drives the region's intellectual capital and research, contributing to a vibrant, educated workforce and enriching the local culture. Aside from UCR, other industries contributing to the city's economy include four major medical facilities, local agriculture and related food system enterprises, advanced manufacturing, and a growing base of clean- and green-tech research, development, technology, and manufacturing companies. The county offers access to highly regarded K-12 school districts, including the Riverside Unified School District (RUSD).

Riverside and the Inland Empire are central within a vast recreational and cultural landscape. Destinations including Los Angeles, Palm Springs, Big Bear, the stunning beaches of Orange County, and Joshua Tree National Park are within an hour's drive. One has access to the full breadth of the Southern California experience—from hiking and skiing to beach days and desert resorts.

The historic city of Riverside hosts diverse events, such as the Riverside Festival of Lights, Smithsonian Week, the Riverside International Film Festival, and the Mariachi Festival. Other attractions in Riverside include the Fox Performing Arts Center; Riverside Metropolitan Museum, which houses exhibitions and artifacts of local history; the Cheech Marin Center for Chicano Art & Culture; the historic Mission Inn; the California Citrus State Historic Park, and UCR's own museums, the downtown-centered California Museum of Photography and the Culver Center of the Arts. The campus and city are easily accessible via Ontario International Airport.

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UCR respectfully acknowledges and recognizes its responsibility to the original and current caretakers of this land, water, and air: the Cahuilla, Tongva, Luiseño, and Serrano peoples and all of their ancestors and descendants, past, present, and future. Today, this meeting place is home to many Indigenous peoples from all over the world, including UCR faculty, students, and staff, and the University community is grateful to have the opportunity to live and work on these homelands.

To learn more about Riverside and the region, please visit <https://riversideca.gov/explore-riverside>.

