



Vice President, Corporate Communications

Navient (Nasdaq: NAVI) is a leading provider of asset management and business processing solutions for education, healthcare, and government clients at the federal, state and local levels. The company helps its clients and millions of Americans achieve financial success through services and support. Navient is headquartered in Wilmington, Del. Learn more at Navient.com.

Position Summary

The Vice President, Corporate Communications, is responsible for effectively representing the company to media and other public audiences. The Vice President leads the development and implementation of the company's external communication strategy, advises senior executives on reputation-building and issues, and leads the team responsible for securing media coverage in a variety of channels. As a primary corporate spokesperson, the Vice President works closely with senior management and across teams to communicate the company's business and consumer news to a variety of audiences, as well as to engage social media audiences and stakeholders influential to our business. Collaboration and consensus-building skills are essential, as well as the ability to thrive under pressure and operate from a deep understanding of the business.

Key Responsibilities

Corporate Public Relations

- Develop and execute a multi-channel external communication strategy to support Navient's mission of enhancing the financial success of our customers. Plan is developed in consultation with senior executives, business segments, and other key stakeholders and informed by external feedback, public affairs and brand strategy, and includes paid, earned, shared and owned strategies.
- Advise executives on corporate messaging and media opportunities to effectively tell the company's story, demonstrate our commitment to customer success, and cultivate our thought leadership on key topics.
- Proactively interact with relevant business-focused and trade media to provide information and shape coverage of the company and to support client success.
- Leverage public relations opportunities to support business lines and business development opportunities, garnering positive coverage nationally and within the communities where our employees work and live.
- Collaborate with investor relations, legal, government relations, human resources and others to support business goals and showcase social responsibility initiatives.
- Anticipate and manage issues and crisis communications.

Staff Management and Development

- Recruit and manage staff and professional services to support communications strategy.
- Plan and manage department budget.
- Connect public relations initiatives to business priorities.
- Oversee monitoring and response to news coverage.

Social Media & Consumer Public Relations

- Design and execute public relations programs to reach the company's consumer stakeholders and add value to B2B relationships. Leverage paid, earned, shared and owed content to build a track record of promoting customer success.
- Design and execute a social media program in support of communications and other business goals.
- Collaborate in the development and promotion of research, educational and financial literacy content.





Key Qualifications

- Bachelor's degree in Journalism, Communications or Business; Master's degree preferred.
- 10-15 years senior level experience in a related management role.
- Demonstrated skill in proactively building relationships with top tier media, serving as a corporate spokesperson and successfully delivering messages to key audiences.
- Superior writing, editing, and utilization of established and emerging communications media.
- Excellent leader and developer of staff and strategy under pressure and at fast pace.
- Presentation and strategic communications skills to advise senior leadership.
- Ability to work with people across multiple groups with diplomacy and sensitivity, gaining trust and forging consensus.
- Ability to master the business and its operations and policies. Experience with relevant financial services, higher education and public policy topics preferred.
- Keen ability to spot trends, work with data, visuals and emerging media to persuade and inform a range of audiences.
- Availability to effectively manage off-hour news cycle as appropriate

Position is based in Wilmington, Delaware and reports to the VP, Corporate Communications and Marketing, Chief of Staff to the CEO.

Inquiries and applications may be directed to Maureen Murphy, Sr. Director, Talent Acquisition at maureen.murphy@navient.com (703-984-6699)

