



# Mizzou

Director of Enrollment Management Marketing and Communications

University of Missouri

Columbia, Missouri

## THE SEARCH

The University of Missouri (“Mizzou”), the state’s flagship and a proud member of the Southeastern Conference, seeks a creative, strategic, and visionary leader to serve as the next Director of Enrollment Management Marketing and Communications within the Division of Enrollment Management. Reporting directly to the new Vice Provost for Enrollment Management, this role will play a pivotal part in shaping how future Tigers discover Mizzou, experience the campus, and ultimately choose to join Mizzou’s vibrant community.

Mizzou, founded in 1839, is the flagship of the four-campus University of Missouri system. Mizzou is a proud member of the AAU and is designated as a Carnegie R1 and Land-Grant University. The campus is home to over 31,000 students from all 50 states and over 100 countries working toward completion of 300-plus degree and certificate programs across 13 Colleges and Schools. Mizzou is centrally located in Columbia, Missouri, a place consistently ranked as one of America’s best places to live, and its central location provides convenient access to the 65% of students who are Missouri residents. Ranked among the nation’s best value universities and home of the nation’s most powerful research reactor, Mizzou puts hands-on experience at the center of education and delivers impactful results.

Mizzou is experiencing tremendous momentum, and this director will be on the ground floor with the new Vice Provost for Enrollment Management to help capitalize on this momentum by creating and implementing new strategies to continue Mizzou on its impressive trajectory. The director will be joining Mizzou at a pivotal moment as the unit recently transitioned from Mizzou’s central marketing and communications office to the Division of Enrollment Management. The next director will have the opportunity to lead the development of all marketing and communications efforts, manage messaging and positioning through creative multi-channel communications, and inspire a team of communicators to deliver a cohesive, professional, and integrated brand that elevates Mizzou’s national profile, supports undergraduate recruitment, and aids in onboarding new students. By effectively marketing the holistic student experience through an innovative and streamlined marketing and communication strategy, the director will showcase Mizzou’s continued trajectory of success to a wider audience of prospective students, families, and counselors.

The director will be a collaborative and forward-thinking leader who will leverage innovation in communications to contribute to the attainment of the Division of Enrollment Management's goals. To lead Mizzou to new levels of success, the director will address the following opportunities and challenges:

- Shape, lead, and deliver an innovative strategy and vision for the Division's marketing and communications
- Strengthen connections across the Division of Enrollment Management and University
- Cultivate a dynamic and creative team around new strategies
- Create a modern marketing and communications program that incorporates all traditional and digital channels and media
- Assess the return on investment and success of communications efforts

Isaacson, Miller, the national executive search firm, has been retained to support the University of Missouri in this recruitment. Confidential inquiries, nominations, and applications should be directed as indicated in the Nominations & Applications section of this document.

## ABOUT UNIVERSITY OF MISSOURI

The University of Missouri provides all the benefits of two universities in one, as a major land-grant institution and Missouri's largest public research university. Considered one of the nation's top-tier institutions, Mizzou offers more than 300 degree programs – both on campus and online – across 13 colleges and schools: the College of Agriculture, Food, and Natural Resources, the College of Arts and Science, Trulaske College of Business, the College of Education and Human Development, the College of Engineering, the Graduate School, the College of Health Sciences, the Honors College, the Missouri School of Journalism, the School of Law, the School of Medicine, the Sinclair School of Nursing, and the College of Veterinary Medicine.

Mizzou is recognized nationally and receives top ranking for programs such as journalism, dispute resolution, family and community medicine, textile and apparel management, the Campus Writing Program, and more. As one of only six public universities in the country with medicine, veterinary medicine, law, engineering, and agriculture all on one campus, Mizzou provides Missouri with an educated workforce for in-demand professions. As a result, 95% of students are successful in launching into careers, graduate school, military service, or volunteer programs within six months of graduation.

Mizzou Tigers are lifelong learners with a desire to make an impact. Mizzou researchers discover, on average, more than 100 new inventions each year, spawning commercialization of life-changing innovations. Mizzou students gain firsthand experience right from the start of their college journey through the Missouri Method, Mizzou's philosophy of learning-by-doing, wherein students find their voices by using them first. All Mizzou undergraduates have the chance to participate in research in science labs, field sites, libraries, art studios, campus museums, archives, and across the globe.

For more information on the University of Missouri, please visit: <https://missouri.edu/>.

## ABOUT THE DIVISION OF ENROLLMENT MANAGEMENT

The Division of Enrollment Management is responsible for coordinating strategic enrollment planning for Mizzou and for ensuring that university enrollment services are effective, efficient, and friendly. The Division's 120 employees collaborate under the Vice Provost for Enrollment Management to ensure the University's enrollment goals maximize institutional resources while prioritizing the student experience.

The Division consists of the following groups of offices and areas:

- Undergraduate student recruitment and admissions
- International admissions
- New student programs
- Visitor relations
- Student financial aid and the office for financial success
- Community college partnerships
- University registrar
- Veterans center
- Enrollment research and communications

Dr. Steve Robinson joined Mizzou as the Vice Provost for Enrollment Management in May 2025. Prior to joining Mizzou, Robinson served as Vice Provost for Enrollment Management at the University of Utah. With over 25 years of experience in student recruitment and enrollment strategy, Robinson has also held leadership roles at institutions including the University of Alabama, the University of Maryland, Baltimore County, West Virginia University, and the University of Oregon. Robinson is committed to fostering excellence in enrollment, retention, and student success. His work has been recognized for creating opportunities for prospective students and strengthening university communities.

## ROLE OF THE DIRECTOR

Reporting to the Vice Provost for Enrollment Management, the Director of Enrollment Management Marketing and Communications will lead the development of marketing and communication campaigns, monitor resources, and assess the effectiveness of marketing strategies for undergraduate recruitment and the onboarding of new students for the Division of Enrollment Management. The director will be a member of the Enrollment Management senior management team and liaise with a broad range of programs and departments across the University to set and implement strategy. The director will have a keen understanding of the unique needs of the University's target audiences and evaluate and pivot strategy regularly to meet their needs.

The director will lead a team that currently includes an assistant director of enrollment communications, a campaign manager of enrollment communications, a digital content strategist, a graphic designer, a writer, a project manager of enrollment communications, and a campaign coordinator of enrollment

communications. The new director will have opportunity to shape the team with strategic hires due to positions open via attrition.

## KEY OPPORTUNITIES AND CHALLENGES FOR THE DIRECTOR

The director will clearly and consistently identify, communicate, and strategically broadcast the outstanding achievements of Mizzou and other valuable information for the recruitment and enrollment of Mizzou's student body. In doing so, the director will address the following opportunities and challenges:

### **Shape, lead, and deliver an innovative strategy and vision for the Division's marketing and communications**

The director will work closely with the Vice Provost for Enrollment Management to create a comprehensive strategy that will augment recruitment efforts and reach new audiences. This will include delivering a professional, cohesive, and integrated brand for the Division of Enrollment Management, while advancing enrollment priorities and remaining consistent with Mizzou's identity and values and central marketing efforts. The director will be a forward-thinking and proactive marketing professional with an eye toward fulfilling current and future needs and strategies for enrollment communications to achieve Mizzou's enrollment goals. As Mizzou expands its recruitment and outreach strategy to grow in-state and out-of-state enrollment, it will be imperative for the director to engage new and emerging markets and communication channels to expand their reach to prospective students, their families, and high school and community college counselors.

### **Strengthen connections across the Division of Enrollment Management and University**

Continuing to position the Division as a thoughtful, strategic partner across the University will be a key to success. Mizzou has recently completed a new university-wide brand strategy, and the director will be expected to collaborate across the campus community to ensure branding alignment, information flow, and effective partnering in the recruitment and onboarding of undergraduate students. Recognizing the recent transition to the Division of Enrollment Management, the director will also ensure their team's successful integration and cohesion with the other units in the Division. The director will partner across Admissions and other units to develop cohesive messaging and branding, develop strategy, and provide high quality deliverables. This will include work closely with financial aid and new student programs to facilitate the successful yield and onboarding of students. To successfully deploy the Division's communications, the director will collaborate with outside vendors and the Slate CRM team to design and execute campaigns that support Enrollment Management goals in alignment with units across campus. The director will also effectively communicate market research and enrollment data to stakeholders across the Division and the University.

### **Cultivate a dynamic and creative team around new strategies**

The director will have the opportunity to lead a highly talented and committed team eager to highlight Mizzou's many assets. The director will continue to build and design a collaborative and responsive office,

recruit top-tier team members, cultivate creativity and proactive partnerships, and ensure timely content and execution of deliverables by tracking document flow and production schedules. The director will leverage the team's expertise and empower the team through appropriate delegation and communication of responsibilities to provide staff with frequent opportunities for professional learning, development, and growth. The director will also provide regular opportunities for professional development around innovation and new technology.

### **Create a modern marketing and communications program that incorporates all traditional and digital channels and media**

The director will be a strategic and creative leader tasked with effectively and persuasively telling Mizzou's compelling story, generating excitement and buzz for the University's offerings, and clearly communicating enrollment related messaging to a wide range of individuals. The director will craft an action plan that aligns with university-wide marketing strategy to broadcast the identity and achievements of Mizzou in comprehensive and compelling ways, maximizing resonance with Mizzou's target constituencies. This will include strategic packaging of consistent full lifecycle marketing and communications across media platforms, including web, social media, print, and other new technologies in efforts to reach new audiences. With an acute eye towards emerging trends in communications and outreach, the director will elevate the Division's voice and visibility to prospective and enrolling students and their families from concept through production and distribution.

### **Assess the return on investment and success of communications efforts**

The director will have a thorough understanding of best practices in marketing, communications, and branding, and will be responsible for assessing the effectiveness and success of communications on an ongoing basis. This will include tracking social media presence and usage, monitoring relationships with design vendors, and evaluating Slate communications reporting to understand the reach and impact of enrollment-related messaging. The director will leverage data to make informed and strategic decisions and will create a culture of assessment across the marketing and communications team while fostering a similar culture within the Division, as a member of the senior leadership team. Through consistent measurement of impact, the director will stay nimble and regularly recalibrate strategy for improved effectiveness in future enrollment cycles.

## **QUALIFICATIONS AND CHARACTERISTICS**

### **Minimum Qualifications:**

- A bachelor's degree and at least nine years of experience, or a master's degree and at least seven years of experience from which comparable knowledge and skills can be acquired.

### **Preferred Qualifications and Characteristics:**

- At least five years of progressively responsible experience in marketing, communications, public relations, or strategic process development related to enrollment.

- Vision and ability to develop and execute a multi-channel strategic marketing and communications plan.
- Strong knowledge of higher education, student recruitment, project management, and strategic communication.
- Exceptional writing, presentation, organizational, and interpersonal skills.
- Proficiency with CRMs (Slate, Salesforce, etc.), digital platforms, and marketing automation tools.
- Experience with student recruitment marketing within higher education.
- Understanding of and experience with public university culture and stakeholders.

## LOCATION AND COMPENSATION

Columbia, Missouri is consistently rated as one of the most desirable places to live and work in the United States. The college city of over 128,000 residents has the best of both worlds – small-town convenience and warmth with urban sophistication and amenities. Located halfway between St. Louis and Kansas City, Columbia boasts affordable housing, moderate cost of living, diverse cultural and economic opportunities, and excellent public schools. Mizzou’s campus is adjacent to downtown Columbia, with walking distance of restaurants, clothing stores, ice cream shops, and music venues, making the area a quintessential college town. Columbia’s location in Central Missouri is a two-hour drive to either Kansas City or St. Louis; a local regional airport connects the city directly to Chicago, Dallas, and Denver.

University of Missouri seeks to support the whole employee, and that includes a competitive compensation and benefits package, a healthy work-life balance, a focus on career planning, and opportunities to succeed and receive recognition for accomplishments.

## APPLICATIONS, INQUIRIES, AND NOMINATIONS

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and CVs/resumes with cover letters should be submitted via the Isaacson, Miller website: <https://www.imsearch.com/open-searches/university-missouri/director-enrollment-management-marketing-and-communications>.

Lindsay Gold, Lauren Wilkes, and Julia Hochner  
Isaacson, Miller

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