

**JOB DESCRIPTION**  
**Director of Marketing and Communications**  
**Office of Enrollment Management**

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The Office of Enrollment Management (OEM) at the University of Michigan seeks a new Director of Marketing and Communications who will provide strategic and creative marketing and communications leadership for all aspects of undergraduate enrollment management. OEM comprises the offices of financial aid, registrar, undergraduate admissions, and new student programs, together with central administrative resources that support data analytics, budget, human resources, and technology. Reporting to the Vice Provost for Enrollment Management, the Director leads and oversees a comprehensive marketing program encompassing the targeted outreach of all the functional units of OEM in coordination with the Office of the Vice President for Communications and with academic units, specifically 14 which enroll new first-year and transfer students. The Director will lead a team of 7 marketing and communications professionals who operate in a fast-paced environment that delivers a high quantity and wide assortment of outreach and engagement efforts including print, advertising, digital, and social media for example. As a member of the OEM senior leadership team, the director provides strategic communication direction to the VP and other senior leaders and assistance with media engagement.

The University of Michigan is one of the largest public institutions in the country enrolling 50,000 students including 32,000 undergraduates, with a strong commitment to diversity and affordability. U-M is in demand and for fall 2021 received 80,000 applications from first-year and transfer students from Michigan, the nation, and the world.

Duties:

- Provide visionary and operational leadership in communication strategy for recruitment, enrollment, financial aid, and new student transition through initiatives that are contemporary, on brand message, relevant, and serve to provide greater visibility of the university to prospective students.
- Design a strategic, goal based, data-driven marketing and communications plan in alignment with the vision of the university, and OEM. Drive the implementation of the plan across multiple channels, website, social media, and other digital platforms, collateral development, and advertising.
- Conduct market and peer research, plan and execute efforts that deliver effective culturally relevant communication to prospective first-year and transfer students, their

families, influencers such as school counselors and transfer advisors, and other stakeholders that elevate the U-M brand.

- Convey the value proposition of U-M including degree outcomes to ensure consistent and thoughtful messaging. Increase prospective student engagement from prospect through matriculation. Leverage the richness of our U-M students, faculty, staff, and alumni in storytelling.
- Leverage technology utilizing a variety of platforms and mediums including best practices in social media, web design/development integration, email, demand generations and others within higher education and preferably enrollment management with an eye to the future. Evaluate and assess the use of technology, both current, and new, to maximize and track prospective student engagement.
- Cultivate data-driven, high-impact, and results-oriented marketing practices in order to enroll an increasingly high-achieving and diverse student body across academic disciplines. Strengthen partnerships to develop multi-year messaging designed to generate a diverse undergraduate applicant pool, manage enrollment, and support students particularly through matriculation. Assist with pipeline development for first-generation, low-income, rural, and historically underrepresented groups, particularly Black/African American and Hispanic/Latinx. Establish metrics-oriented accountability through analytics to ensure continuous improvement of activities and alignment with enrollment goals.
- Collaborate with university marketing and communication professionals to create, refine, implement, and direct a university-wide comprehensive marketing communications effort for undergraduate enrollment management. Engage with industry peers, participate in relevant professional associations, and keep current of trends impacting enrollment management.
- Serve as communications expert, strategic decision maker, and trusted advisor to the Vice Provost of Enrollment Management and the enrollment management leadership team. Develop executive communication including speech writing and other high-level correspondence for the Vice Provost, and guide preparation of marketing materials and presentations for enrollment management and leaders.
- Manage budget and coordinate with enrollment management leaders to effectively use resources to meet current and future marketing and communication needs. Adapt to changing operating conditions and resource availability. Oversee internal and external key vendor relationships to ensure maximum performance from purchased services and to track effectiveness.

- Lead, direct, mentor, and motivate the OEM Integrated Marketing Communications unit composed of 7 direct reports. Possess a strong demonstrated commitment to creating a diverse, equitable, and inclusive environment.
- Devise a coordinated, brand aligned, communications approach for the Office of Enrollment Management. Work with OEM units to increase staff engagement and increase visibility about the critical services we provide which enhance the student experience.

Qualifications:

- Master's degree in related field desired (Bachelor's degree required); minimum of 8+ years of progressively responsible higher education communications/marketing experience in an enrollment management environment or related experience.
- Demonstrated ability to oversee the management of multiple complex projects and deliver them on-time and on-budget. This includes working with program budgets that are housed within the OEM units.
- Expertise in branding, social media, mobile marketing, marketing analytics, CMS software, social listening software, market research, web design, SEO strategy, and search ads.
- Exceptional written and oral communication skills and experience writing for multiple mediums.
- Depth of experience in multi-platform message development, data analysis, and strategic marketing and communications development.
- Experience in leveraging new technologies to maximize student engagement.
- Proven commitment to diversity and success in working with diverse constituencies (preferable both domestic and international) to support an equitable and inclusive campus environment.
- Experience supervising and leading a team of part- and full-time employees.

Other Helpful Skills:

- Proven ability to work effectively in a dynamic environment and to interact with a wide range of individuals across an organization, including the public.
- Track record of understanding and anticipating market trends with strong working knowledge of marketing and web technologies; demonstrated experience in data collection via consultants, surveys, outside vendors etc.
- Demonstrated experience with customer relationship management systems (CRMs) for use in multi-channel marketing campaigns. Prior experience with Slate CRM is a strong plus.
- Familiarity with CRM systems and an interest in ongoing CRM research and development in the enrollment management field.
- Strong skills in managing staff including selection, training, evaluating and mentoring staff.
- Ability to lead a culture of accountability and support team member development.

- Experience in evaluating the effectiveness of multiple acquisition channels, including organic and paid search, paid advertising, purchased lists, email marketing, virtual and in-person events and optimized websites.
- Deep understanding and appreciation of and commitment to the issues, needs, and values associated with enrollment at a large public research institution.
- Excellent management and oral and written communications skills and related technical expertise.