



## Position Profile

# Director of Enrollment Management Marketing and Communications

March 2022

*This search is managed in partnership with Summit Search Solutions, Inc.*





## THE INSTITUTION



The **University of Utah** is the state's flagship institution of higher education, with 18 schools and colleges, more than 100 undergraduate and 90 graduate degree programs, and an enrollment of more than 34,000 students. In 2019, the University joined the Association of American Universities, an invitation-only, prestigious group of 65 leading research institutions marked by excellence in academic expertise and research impact, student success, and securing resources in support of core missions.

The University is uniquely situated to offer both unmatched outdoor and exciting urban experiences. While mountain vistas are only a few steps away and vast red-rock desert landscapes are within reach of a scenic afternoon drive, the campus also happens to be located in Salt Lake City, one of the most dynamic and fastest-growing—economically and culturally—metropolises in the U.S.

With ready access to spectacular skiing, mountain biking, hiking, and a vibrant array of cultural, culinary, and entertainment venues, there is a lot going on just beyond the campus boundaries. What's happening within the University's 1,535-acre hillside campus is even more compelling. At the U, as it is affectionately called, you'll find world-class research, education, and clinical care complemented by a lively social, cultural, and athletic campus experience. An unparalleled work ethic and a spirit of entrepreneurship, collaboration, and community service have enabled the U to innovate across fields, pioneer new programs with social impact, generate path-breaking discoveries, fuel critical research, and inspire innovative approaches to education.

President Taylor R. Randall became the 17th President of the University of Utah in August 2021, following a prior tenure as the dean of the University's David Eccles School of Business. Under his leadership, the Eccles School gained a national reputation as a place of innovation, garnering top 10 entrepreneurship rankings for both undergraduate and graduate programs. During his time as dean, the value of an Eccles School education increased dramatically. Experiential learning opportunities were expanded along with the institutes and centers that offer invaluable experience to students in fields ranging from finance to social impact to policy creation.

The U strives to be a model public university in delivering unmatched value in higher education and health care while making social, economic, and cultural contributions that improve the quality of life throughout the state, the nation, and the world. The U's reputation for excellence draws top-tier faculty and attracts motivated students nationally and internationally. Students bring diverse experiences and outlooks – representing traditional and nontraditional students alike – thereby enhancing the exceptional educational experience the U offers.

Learn more at [utah.edu](https://utah.edu)





## THE OPPORTUNITY

### Director of Enrollment Management Marketing and Communications

#### *The Position*

The Director of Enrollment Management Marketing and Communications is a key member of the leadership team within the Division of Enrollment Management (EM). This is an exciting opportunity to develop and implement an integrated marketing strategy for the division designed to promote the comprehensive student experience resulting in optimum enrollment outcomes. The director, in conjunction with leadership of individual units, oversees the execution of the marketing strategy. The director must be a skilled communicator and storyteller who understands the essence of the University of Utah brand, and more importantly the unique narratives of Admissions, and how to articulate its value to move prospective students successfully through the enrollment funnel. The ideal candidate will be an accountable relationship-builder, with strong abilities related to listening and understanding cross-campus partners' needs and interests. The position has direct supervision of a team of marketing/communications professionals and works collaboratively with EM directors, the University Office of Marketing and Communications (UMC) team, as well as colleagues throughout the University to lead innovative and effective enrollment marketing strategies.

#### *Responsibilities*

- Provides leadership in the planning, development, and delivery of prospective student and family strategic marketing and communication efforts including its core differentiators, brand pillars, and value propositions to key audiences.
- Promotes the most contemporary and effective approaches to reach key stakeholders and coordinates innovative communications initiatives utilizing a variety of platforms and mediums. This includes knowledge of best practice in social media, web design/development/integration, email, demand generation and others.
- Possesses the technological acumen to leverage CRM tools, content management tools, and digital platforms effectively in integrated marketing and communications plans.
- Establishes metrics for success in an integrated strategic communications and marketing action plan and regularly assesses success of efforts. Creates plan for ongoing evaluation.
- Ensures consistent and thoughtful messaging across all audiences to enhance communication to key audiences.
- Develops a deep understanding of the voice of the student and identifies key opportunities/leverage points for improving their experience and building advocacy and loyalty. Understands segmentation and provides expertise in differentiating tactics/messaging for various personas.
- Designs, implements, and maintains communication plans in collaboration with division directors to manage short-term and long-term goals.

- Evaluates, develops, and coordinates with the Admissions Leadership on the design and production of all communications related to admissions/recruitment lifecycle.
- Produces internal communications to market the division to the university community.
- Ensures timely and accurate production and execution of all communication.
- Stays current with higher education marketing trends, developments, and issues pertaining to best practices, examine strategies of peer, competitor, and aspirant institutions.
- Demonstrated experience with customer relationship management systems (CRM) for use in marketing campaigns.
- Demonstrated experience collaborating with cross-functional teams to achieve business objectives.
- Demonstrated ability to successfully coordinate multiple ongoing tasks and responsibilities of varying degrees of complexity simultaneously.
- Demonstrated ability to meet strict deadlines and respond effectively to changing priorities in a fast-paced environment.
- Confidentiality with sensitive data and information is requisite for the role.
- Builds a culture of collaboration with internal partners and across the campus.
- Determines marketing campaign budgets and ensures that all staff adhere to them.
- Ability to recruit, hire, train, supervise and evaluate staff.
- Other duties as assigned.

## *Qualifications*

### **Required:**

- Bachelor's degree in Business Administration, Communications, related area, or equivalency.
- Eight years of progressively more responsible management experience.
- Demonstrated leadership, human relations, and effective communications skills.

### **Preferred:**

- Master's degree in Business Administration, Communications, or related area.
- Enrollment marketing and communication experience.
- Prior experience with Slate CRM a strong plus.
- Energetic, resourceful, and self-directed team contributor, with the ability to both collaborate effectively and work independently to manage multiple campaigns in a fast-paced, fluid environment.
- Positive, can-do attitude, hands-on approach to management and supervision.
- Proven ability to work successfully with diverse populations and demonstrated commitment to promote and enhance diversity and inclusion.





# PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled; **parties who apply by April 8, 2022 will be given first consideration.** Upon application, please submit a PDF version of your CV/resume and a cover letter that describes both your motivation for application and how your leadership experience aligns with the key qualifications of the role.

All applications and nominations will be held in confidence. To apply online, go to:

<https://theapplicantmanager.com/jobs?pos=su295>

**For more information or to offer recommendations or nominations:**

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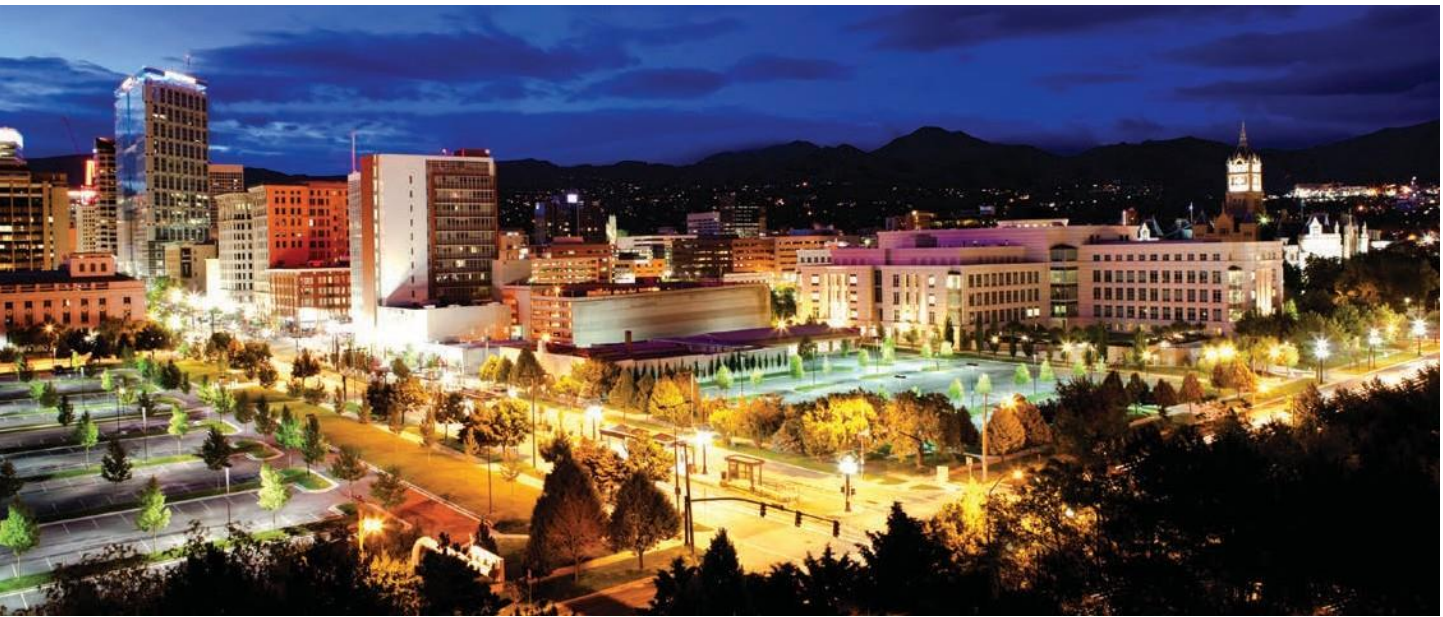
*The University of Utah is an Affirmative Action/Equal Opportunity employer. Upon request, reasonable accommodations in the application process will be provided to individuals with disabilities. Please contact the Office of Equal Opportunity and Affirmative Action, 201 S. Presidents Circle, Room 135, (801) 581-8365 (V/TDD), for further information or to request an accommodation. The University of Utah is committed to diversity in its workforce. Women and minorities are encouraged to apply.*



[Summit Search Solutions, Inc.](#) is a boutique executive search firm dedicated to serving the education and nonprofit sectors nationwide. Summit has a team of experienced recruiting consultants in strategic locations across the country including California, Colorado, Maryland, Kansas, New York, North Carolina, and Utah.



# SALT LAKE CITY, UTAH



Along the east bench of Salt Lake City, the University of Utah is nestled into the foothills of the beautiful Wasatch Mountains. At the edge of campus – which encompasses the state arboretum – a natural stream winds its way through Red Butte Garden and a well-maintained hiking and biking trail crosses paths with the Natural History Museum of Utah.

Salt Lake City offers a spectacular mix of city life and nearby natural solitude, with plenty of family-friendly activities throughout Utah’s four lovely seasons. Utah’s capital city has an increasingly diverse population of approximately 192,700 and has become a welcoming destination city for refugees, fostering an exceptional variety of diverse community cultural events.

Visitors are greeted by warm, friendly people, clean streets, and a relaxed but active atmosphere. Walkable and bike-friendly neighborhoods lend to the safe, small-town feel of one of the 50 largest metropolitan markets in the U.S.

*“Salt Lake City has the feel of both a larger city and a smaller community”* –DR. JASON CASTILLO

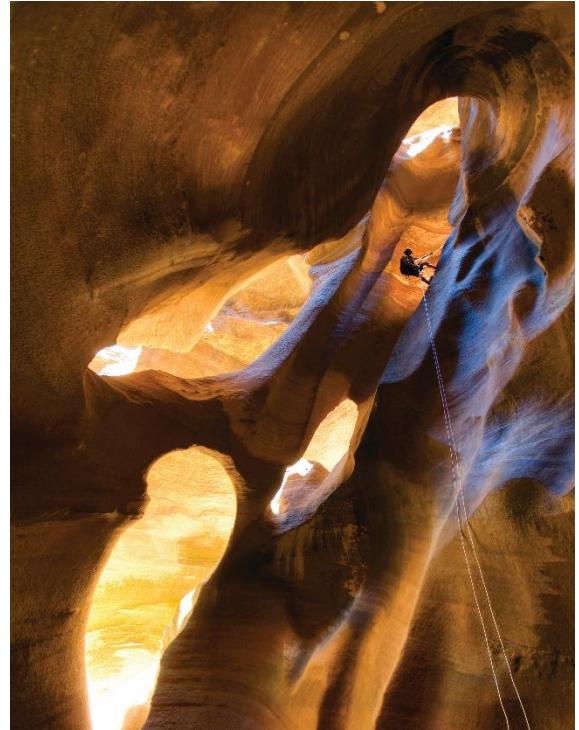
University of Utah Faculty Member



## EXPLORE THE GREAT OUTDOORS

Utah is home to five stunning national parks and five national monuments, with six more national parks within a day's drive of Salt Lake City. There are also seven world-class ski resorts within 30 minutes of the U campus. While Utah's ski resorts boast the "greatest snow on earth" in the winter, many also offer a range of fun summer activities, including family movie nights, thrilling zip lines, decadent spa services, scenic tram rides, hikes through fields of wildflowers, and brunch with breathtaking views.

Hundreds of miles of hiking and biking trails are easily accessible from the U campus, but a short drive (or a ride on public transit) opens up countless options. Quiet alpine lakes, beautiful aspen forests, and unbeatable views from mountain peaks reward hikers of all skill levels.



*"Salt Lake City is amazing, offering such a rich diversity of activities. From the arts to the outdoors, the adventures seem endless and I am excited to continue exploring all the city and surrounding area have to offer."* –DR. ADAM HANLEY

University of Utah Faculty Member





### SAVOR ART, MUSIC AND MORE

Utah has a rich tradition of film, music, and art that draws in and inspires people from around the world. While the internationally-acclaimed Sundance Film Festival is based in Park City – a short and scenic 30-minute drive from the U campus – many Sundance films are also screened in downtown Salt Lake City during the annual event. Two independent Salt Lake City theaters bring back many Sundance films throughout the year, along with many other documentaries and international films.

Ballet West, the Utah Symphony, Utah Opera, and the Utah Shakespeare Festival are just a few of the performing arts treasures of the state. Salt Lake City hosts multiple outdoor concert series every summer, as well as a multi-day arts festival and monthly gallery strolls. Professional, Broadway-caliber live theater is readily available at the Eccles Theater – an exciting new performing arts center in downtown Salt Lake – and at a number of the city’s playhouses, including the University of Utah’s own Pioneer Theater Company.

Salt Lake City’s many concert venues host some of today’s hottest names in music, as well as local talent bound to go big. Affordable performances by musicians in all genres guarantee something for everyone.

### INDULGE YOUR “FOODIE” SIDE

Utah is consistently praised for its remarkable local food scene, as well as its award-winning craft breweries and distilleries. Inventive and locally sourced cuisine, impressive beer bars, creative restaurateurs, and thoughtful sommeliers have earned Salt Lake City a place in the hearts of foodies around the country.

Salt Lake City hosts bustling farmers markets in the summer and winter, featuring a variety of local produce, grains, protein, and crafts. The U also enjoys a smaller farmers market in the fall, with fresh produce grown in the campus’ two edible gardens.



*“The increasing diversity at the U and its surrounding community means you can find incredible Latino food in the West Salt Lake City and Asian markets dotted throughout Utah.” – DR. ANNIE FUKUSHIMA*

University of Utah Faculty Member





### **SPEAK UP AND GET INVOLVED**

Visitors are often surprised by Salt Lake City's progressive, civically engaged social justice advocates. Free events throughout the city – planned by a wide range of organizations – foster ongoing discussions about some of the state's and country's most pressing issues. The state capitol and legislators are easily accessible, enabling voters to engage lawmakers in these discussions.

In 2015, the state passed a landmark anti-discrimination bill, protecting LGBT people from employment and housing discrimination. Salt Lake City's annual Pride Festival is one of the largest in the nation and often includes Utah's openly LGBTQ elected officials. In 2016, Utah voters elected the first transgender U.S. Senate nominee from a major political party.

Active cooperation and coordination between lawmakers, scholars, and residents have led to innovative approaches such as the Housing First initiative. Housing First's success in moving people who experience chronic homelessness off the streets has been lauded across the country and is serving as a model for other states.

### **SCORE GREAT SEATS**

Utah has fans! The University of Utah's football, gymnastics, basketball, swimming, and baseball teams have plenty of loyal fans. Utahns also enjoy cheering for the state's NBA team, the Utah Jazz; the Triple-A baseball team, the Salt Lake Bees; and the Major League Soccer team, Real Salt Lake.

With the Salt Lake International Airport just minutes from downtown, and Las Vegas, Los Angeles, and Denver within a day's drive, it's easy for fans to cheer on their favorite teams at away games.

