



Vice President for Enrollment Management and Marketing

Truman State University—Missouri’s only public liberal arts and sciences university—seeks a bold, dynamic, data-driven, and results-oriented professional to serve as its next **Vice President for Enrollment Management and Marketing**. The University looks for a leader who combines a sense of humor and a positive attitude with a commitment to students and excellence. This high-impact position is a key member of the University’s Executive Leadership Team and is integral to the University distinguishing its identity and controlling its destiny.

The Institution: A vibrant community of teacher-scholars involved with an academically-talented student body, Truman is a residential university providing its approximately 6,000 students with broad liberal arts experiences and in-depth study in 49 undergraduate majors and 8 graduate programs. Truman is nationally recognized for the quality of educational opportunities that it offers and for its leadership in the assessment of student learning and continuous improvement. The institution is committed to a strong focus on high-impact learning experiences, and more than one-third of Truman’s undergraduates go on to pursue graduate education. Truman is consistently ranked among the nation’s best colleges. For 22 consecutive years, *U.S. News and World Report* has recognized Truman as the No. 1 public university in the Midwest Regional Category. Other accolades include *Washington Monthly*, which listed Truman as the No. 7 best master’s university in the nation and *Kiplinger’s Personal Finance* magazine which ranked Truman as No. 19 among the 100 best college values in the nation. In addition to its commitment to excellence, the University promotes a welcoming culture that puts people first and supports students, faculty, and staff. More information about Truman and what others have to say about the University can be found at www.truman.edu and www.truman.edu/about/facts-about-truman/points-of-pride/.

The Position: The Vice President for Enrollment Management and Marketing (VPEMM) reports directly to the President and is a member of the Executive Leadership Team and the President’s Administrative Council, working with senior administrative leaders and deans to advance the mission and strategic goals of the University. The VPEMM leads the execution, evaluation, and continual refinement of visionary and strategic enrollment management, marketing, and communications plans and tactics while working in close collaboration with campus administrative leadership, faculty, and staff. The VPEMM is responsible for creating and leading the admission, retention, and financial aid (including scholarship leveraging) functions of the University. Utilizing best practices and data analytics, the VPEMM informs enrollment and retention strategies, academic program innovation, and other initiatives to achieve undergraduate, graduate, and international enrollment goals. In support of enrollment goals and the University’s brand and identity, the VPEMM integrates and oversees marketing, branding, communications, and media relations operations with internal and external constituents across multiple platforms.

Qualifications: The successful candidate should possess the ability to analyze data and develop predictive models with a strong aptitude for implementing structures and methods and measuring achievement; a management style that empowers staff, sets high expectations, and holds team members accountable; a demonstrated track record of managing, motivating, and mentoring team members to maximize individual and collective performance to ensure the achievement of goals; excellent organizational, administrative and project management skills including the ability to translate strategies into concrete, measurable actions; the resolution to be an agent of change in a collegial atmosphere, balancing aspirational goals and the highest standards of excellence with meeting the day-to-day needs of the institution; track record of collaboration with internal and external constituents and partners; experience in diverse and contemporary marketing approaches to identify and attract prospective students and guide them through to matriculation; and resilience, persistence, and a demonstrated ability to see and articulate opportunities for success. A master's degree or significant demonstrated progressive leadership in higher education in admissions, financial aid, marketing and/or student retention is required.

Location: Located in Kirksville, Truman plays a vital role in the thriving regional center of northeast Missouri. The city enjoys a low crime rate, excellent schools, and low cost of living. Within a few minutes' drive, a broad range of outdoor recreational opportunities is easily accessible. Kirksville is connected to St. Louis (STL) by Cape Air (www.capeair.com). Amtrak operates the Southwest Chief on daily schedules from La Plata (13 miles from Kirksville) to Chicago, Kansas City, and points southwest to Los Angeles. A. T. Still University maintains dental and medical schools in Kirksville. More information about Kirksville can be found at www.visitkirksville.com.

Application: Interested candidates should submit only a cover letter and resume to RPA Inc. at TrumanEMM@rpainc.org. For a confidential discussion about this opportunity or to make a nomination, please call Isaac Karaffa, Vice President and Senior Consultant, or Dana John Cohick, Executive Vice President and Senior Consultant, at 800-992-9277. The review of candidates will begin on March 8, 2019, and first round interviews will commence thereafter.

Truman State University is an affirmative action/equal opportunity employer committed to cultural diversity and compliance with the Americans with Disabilities Act.



www.rpainc.org