



EXECUTIVE DIRECTOR OF ADVANCEMENT COMMUNICATIONS & MARKETING

UNIVERSITY OF MISSOURI

Columbia, Missouri



Mizzou
University of Missouri

Aspen Leadership Group is proud to partner with the University of Missouri in the search for an Executive Director of Advancement Communications & Marketing.

The Executive Director of Advancement Communications & Marketing will lead a dynamic team of communications, marketing, and advertising professionals to craft captivating tales that bring alumni back into the university's embrace and inspire donors' generosity. The Executive Director will utilize exceptional storytelling abilities to kindle pride, spark memories, and turn every donation into a philanthropic experience that enhances alumni and donor engagement.

Since 1839, and as Missouri's only state-supported member of the Association of American Universities, the University of Missouri (MU) has been engaged in groundbreaking research and comprehensive academics that define its strength as a higher education institution. Today, MU supports 31,103 students in 300+ degree programs, including 97 undergraduate majors, 96 master's degrees, 69 doctoral degrees, and over 70 certificates. Students work side by side with some of the world's best faculty to advance the arts and humanities, the sciences, and the professions. At MU, scholarship and teaching are driven daily by a commitment to public service—the obligation to produce and disseminate knowledge that will improve the quality of life in the state, the nation, and the world. MU's NCAA Division I Athletics program in the Southeastern Conference (SEC) has 550 student-athletes across 20 sports. There are 344,000 MU alumni living around the world, 185,000 of which remain in the state of Missouri, maintaining MU's positive impact globally and locally.

The University of Missouri takes pride in driving innovation and the state of Missouri economy through its extensive research and outreach programs which support local families, business owners, farmers, firefighters and police, and healthcare providers. In 2021, the university secured \$389 million on total research via the National Science Foundation. It boasts about 100 new inventions each year and infuses the Missouri economy with approximately \$5B on an annual basis. Overall, the University of Missouri positively impacts 1 million Missouri residents through its offerings.

On the heels of record retention and enrollment growth amidst unprecedented challenges facing higher education in 2020, the University of Missouri jumped 15 spots in the *U.S. News & World Report* list of top national universities, rising to 124 in the publication's newest rankings of more than 380 public and private institutions. MU also moved up five spots, from No. 90 in 2020 to No. 85, among the Best Value Schools—a measure of colleges that offer the best value for students getting need-based financial aid. Additionally, the university climbed 13 spots to No. 86 among the Best Colleges for Veterans.

Mizzou Advancement emphasizes talent acquisition and professional development in service to its overall mission of enhancing private support of the University of Missouri. As a result, the division continues to attract top talent from around the country. Comprising 180 staff members with a presence across the United States and around the world, Mizzou Advancement announced the \$1.3 billion *Mizzou: Our Time to Lead* campaign in October 2015. At its conclusion in 2020, it was the most successful philanthropic campaign in the university's history, at over \$1.4 billion.

MIZZOUFORWARD INITIATIVE

Over the next decade, the University of Missouri will undergo a transformation through a comprehensive strategy to enhance the university's research and education missions through a \$1.5 billion long-term investment. *MizzouForward* will use existing and new resources to recruit new tenure-track faculty, enhance staff to support the research mission, build and upgrade research facilities and instruments, augment support for student academic success, and retain faculty and staff through additional salary support.

The *MizzouForward* plan will invest in

- recruiting approximately 150 new faculty over the next 5-10 years and providing startup funds for new faculty that would be used to equip laboratory space and hire research assistants for new scientific projects;
- recruiting approximately 150 new staff to support research core facilities, proposal development, award nominations, and compliance;
- investments in new and upgraded scientific facilities and instruments;
- performance-based salary increases for faculty and staff; and
- dedicating resources that contribute to excellence in student academic success, increased graduation rates, and increased placement outcomes.

MizzouForward supports an exciting future for the University of Missouri. With this plan, expectations will be raised and needed resources will be provided that will allow the university to attain greater heights of excellence that benefit Mizzou faculty, staff, students, and the State of Missouri.

THE NEXT CAMPAIGN FOR MIZZOU

Primed for Excellence

The world today faces numerous grand challenges with far-reaching implications. Diverse areas are impacted: heightened national security, global competition for talent and resources, changes in climate that affect agriculture and sustainability, prevalence of new and persistent diseases, and deteriorating public discourse. At this crossroads, choosing innovative thinking, cross-disciplinary approaches and collaboration means tackling these challenges head on.

Mizzou is one of only a few public universities in the country that brings together a unique combination of strengths with schools or colleges of medicine, veterinary medicine, nursing, agriculture, engineering, arts and science, journalism, business, education, and law as well as a powerful research reactor and an academic health center—all on one campus. This combination of perspectives powers an anything-is-possible approach to tackling grand challenges. These strengths and *MizzouForward's* focus uniquely position University of Missouri to face what is ahead.

The university is already making great strides. New precision health discoveries and clinical treatments for cancer, neurodegenerative and cardiovascular diseases are emerging through NextGen Precision Health. In a society facing detrimental polarization, University of Missouri is reinforcing the importance of democracy through the Kinder Institute on Constitutional Democracy. Using artificial intelligence and innovative solutions, it is developing new materials for biomedical, aerospace, and building applications to reduce waste and a reliance on rare materials. The university is creating new strategies through the Missouri Prevention Center to improve the mental health of young people to enhance student success. It is training its students to become visionary and compassionate leaders through the Novak Leadership Institute. These examples highlight just a few of the transformational advancements that are already showing dramatic results. University of Missouri is ready to be bolder than ever. The next campaign will fuel the growth of an institution on the rise—creating real change for society in ways only Mizzou can.

REPORTING RELATIONSHIPS

The Executive Director of Advancement Communications & Marketing will report to the Associate Vice Chancellor for Communications and Marketing, Kristen Smarr and Associate Vice Chancellor for Donor Engagement, Erin Allen. The Executive Director will oversee three direct reports and an overall staff of 10.

FROM THE ASSOCIATE VICE CHANCELLORS

Through its 183-year history, Mizzou has contributed to society through groundbreaking research, served our state through workforce and economic development, and changed family trees by delivering top-notch education. While the mission is inspiring, the people are what drew us to Mizzou. Our volunteers, alumni, donors, students, and colleagues combine to create a terrific ecosystem for impact. Our people are a big reason why the University of Missouri is recognized as one of the great land-grant universities globally.

This is an especially exciting time to be part of the growth and development of Mizzou Advancement. After completing two successful campaigns, we are embarking upon an effort to reshape Mizzou for the future: A campaign where big ideas will build upon a strong foundation. The Executive Director of Advancement Communications & Marketing will play a pivotal role in supporting our mission by crafting captivating tales that bring alumni back into the university's embrace and inspire donors' generosity. The successful candidate will be the driving force behind a modern and effective multichannel communications team. In addition to leading a solid team within advancement, this role will also have strong ties to central university marketing and communications, serving as the conduit of information sharing between the two teams. We look forward to sharing more information about the impact you can have at Mizzou.

—Erin Allen, Associate Vice Chancellor for Donor Engagement and
Kristen Smarr, Associate Vice Chancellor for Communications and Marketing

PRIMARY RESPONSIBILITIES

The Executive Director of Advancement Communications & Marketing will

- direct marketing and communications programs, including marketing plan development, segmentation and messaging strategy, and vendor selection;
- prepare RFPs, vendor selection, research preparation, and analyze research, measure results (ROI), and report results and recommendations;
- lead the content generation team towards the curation of stories of success and impact inspiring alumni and donors to continue their connections with the university;
- develop multi-channel strategic marketing and communications plans in coordination with other advancement leaders;
- serve as Executive Editor for *MIZZOU Magazine*, with a circulation of 30,000 alumni households;
- advise senior university leadership including deans and academic unit communicators on issues related to alumni and donor communications strategies and opportunities;
- determine, allocate, monitor, and manage the overall Marketing and Communications budgets;
- define outcomes that increase revenue and participation for programs, projects, materials, and events; and
- make decision regarding the outsourcing of projects and services.

LEADERSHIP

Kristen Smarr

Associate Vice Chancellor for Communications and Marketing

Kristen Smarr has worked at the university for more than 20 years. She has been instrumental in the development and recent execution of a centralized communications model that is helping the university align messaging and communications strategy. Prior to her current position, Kristen served as Communications Director for MU's College of Agriculture, Food and Natural Resources.

In her current role, Kristen leads communicators who serve internal and external audiences in areas including enrollment management, marketing, licensing and brand management, student affairs, advancement, extension, human resources, IT, finance, operations, and the Office of the Provost.

She also serves as the primary liaison and collaborator with deans and communications directors serving MU's schools and colleges.

Erin Allen

Associate Vice Chancellor for Donor Engagement

Erin Allen joined Mizzou Advancement in 2022 and leads the companion teams of Annual Giving and Membership, Donor Relations, and Alumni and Donor Communication and Marketing. She brings more than 25 years of experience focused on creating innovative solutions to fundraising opportunities using a data-inspired approach.

Erin's career in higher education advancement started as a student at Iowa State University, then took her to roles at Kent State University, the University of South Dakota, and most recently she served as Assistant Vice President of Annual Giving Programs at the University of Iowa Center for Advancement. She brings more than 25 years of experience focused on creating innovative solutions to fundraising opportunities using a data-inspired approach.

PREFERRED COMPETENCIES AND QUALIFICATIONS

University of Missouri seeks an Executive Director of Advancement Communications & Marketing with

- a commitment to the mission of University of Missouri—to provide all Missourians the benefits of a world-class research university;
- excellent written and oral communication skills;
- strong interpersonal skills and a history of success in the development, maintenance, and cultivation of long-term relationships;
- effectiveness as a leader and strategic thinker who thrives when working as a member of a dynamic team;
- attention to detail and follow through;
- an ability to work independently; and
- an ability to understand and comply with regulations, policies, and procedures that may affect the university.

A bachelor's degree or an equivalent combination of education and experience and at least six years of experience from which comparable knowledge and skills can be acquired is necessary for this role. Higher education and/or health care advancement experience including capital campaign experience is preferred.

SALARY AND BENEFITS

The salary range for this position is \$100,000 to \$125,000 annually. University of Missouri offers a comprehensive [benefits package](#).

LOCATION

This position is in Columbia, Missouri, the home of University of Missouri. Ranked by the American Institute for Economic Research as one of the nation's top 10 college towns, Columbia combines small-town comforts, community spirit, and a low cost of living with big-city culture, activities, and resources. The city of about 120,000 people lies midway between Missouri's largest metro areas: St. Louis and Kansas City. It is home to nationally recognized public schools including two top-ranked high schools and other colleges and educational centers. It is packed with restaurants and entertainment venues; home to multiple parks and outdoor recreation sites such as Rock Bridge State Park and the MKT Trail; and hosts more than a dozen annual cultural festivals. *Money* magazine, *Fortune* magazine, *U.S. News & World Report*, *Men's Journal*, MSN.com, among others have named Columbia one of the best places in the country to live.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to mission of University of Missouri as well as the responsibilities and qualifications presented in the prospectus.***

The University of Missouri System is an Equal Opportunity Employer. Equal Opportunity is and shall be provided for all employees and applicants for employment on the basis of their demonstrated ability and competence without unlawful discrimination on the basis of their race, color, national origin, ancestry, religion, sex, pregnancy, sexual orientation, gender identity, gender expression, age, disability, or protected veteran status, or any other status protected by applicable state or federal law. This policy applies to all employment decisions including, but not limited to, recruiting, hiring, training, promotions, pay practices, benefits, disciplinary actions, and terminations. For more information, may be found [here](#).

To apply for this position, visit: [Executive Director of Advancement Communications & Marketing, University of Missouri](#).

To nominate a candidate, please contact Clare McCully: claremccully@aspenleadershipgroup.com.

All inquiries will be held in confidence.