



Invites Applications and Nominations for
the Position of:

Director of Digital Strategy



Greenwood/Asher
& ASSOCIATES

The Opportunity

Central Michigan University (CMU) invites nominations and applications for the position of Director of Digital Strategy. Reporting directly to the Vice President for Marketing and University Communications, the Director of Digital Strategy manages the university's external-facing website, providing strategic editorial direction on content, expertise and guidance on optimization and end-user experience, and participation in CMU's web governance and leadership for the division's digital strategy team.

The Role of the Director of Digital Strategy

This position will oversee the development, implementation, maintenance, processes and standards for CMU's web presence and collaborate with various stakeholders throughout the university to ensure a robust and user-friendly web presence, with an eye toward constant optimization. The Director of Digital Strategy serves as a part of the [University Communications](#) leadership team and provides supervision to the Digital Strategy team. CMU leaders are expected to support the [Leadership Standards](#) of Central Michigan University and foster a culture that inspires excellence. The Leadership Standards define how we lead and treat others in our teams. As leaders, it is our responsibility to seek input from our teams to continuously improve leadership abilities and demonstration of the standards. Additionally, it is our responsibility to encourage and support the growth and development of those whom we lead. At CMU, we encourage employees to grow both personally and professionally, and thus advance CMU's culture of excellence.



Representative duties and responsibilities of the director role include, but are not limited to, the following:

- Oversees CMU's web presence including user experience, content, design and functionality.
- Leads the management of external-facing websites to build engagement with prospective students, influences and alumni to deliver against institutional objectives.
- Leads management of web enhancement and requests, making process improvement as needed.
- Liaises with freelance and institutional resources that support application and development on robust, engaging web work (features, applications, etc.) for the website.
- Collaborates with all university partners to provide robust, engaging web content and experience.
- Operates as a web and mobile subject matter expert within the team and the broader organization; coach and mentor colleagues in area of expertise.

- Manages the digital creative processes for web design, working collaboratively with internal stakeholders (marketing, enrollment, channel leads, partners) and both internal/external resources from requirements definition to final production.
- Supports digital marketing tactics that drive traffic to the web presence.
- Develops and executes short-term and longer-term user experience strategy for web and mobile.
- Implements and manages CRO and SEO strategies on the website properties, including technical and tactical implementations that align with the overall strategy to drive traffic goals and performance.
- Works collaboratively with marketing and other cross-campus partners, ensuring digital strategies are fully integrated.
- Collaborates with the marketing analytics team on the development and reporting of web metrics, setting standards and utilizing ongoing dashboards to measure progress and maximize ROI.
- Oversees and implements governance policies and processes that define how the university will engage with the web presence on an ongoing basis.
- Develops and maintains processes and best practices for CMU's website.
- Creates efficient processes and demonstrates effective project management to drive execution of initiatives. Develop training documents and procedures and provide training to any web publishers as needed.
- Ensures all web work is consistent with the established brand guidelines.
- Ensures best practices are followed in all areas of web design and content.
- Leads the web strategy, and web development team of eight professionals.
- Performs other duties as assigned.



Required Qualifications

- Bachelor's degree, preferably in marketing, communications, web communications and design, or another related field.
- Three years of proven experience in leading a web communications team.
- Prior professional experience within a content management system or digital experience platform with a content architecture supporting a large-scale web presence.
- Experience leading large-scale and complex web strategy and projects.
- Working knowledge of SEM, SEO, CRO, etc. to continue to improve website performance.
- Demonstrated understanding of best practices, standards and current trends in web/mobile design including responsive web design and accessibility.
- Working knowledge of DXP/CRM functionalities of personalization, lead scoring, chatbot and A/B testing.

About Central Michigan University

Central Michigan University is a nationally ranked institution that fosters the transformative power of advanced learning while embracing a sense of community among our students, faculty, staff, and more than 240,000 alumni around the world. Established more than 125 years ago, Central Michigan University celebrated its quasiquicentennial on September 13, 2017, and is still responding to the needs of students, communities, and businesses.



CMU started as a normal school in 1892 for 31 students aspiring to be teachers and fill a void in Michigan's schoolhouses. Fast forward to May 2017, we graduated our first class of physicians from a medical school that was created because of significant unmet need for doctors in rural and medically underserved urban communities. CMU was a pioneer in distance education back in 1972, and that leadership continues today with inclusion on the *U.S. News and World Report* "Best Online Programs" lists. CMU student and faculty researchers help preserve the earth's resources, discover new ways to assess and treat diseases, and advance innovative ways to improve teaching and learning methods. Our alumni are doctors, physical therapists and physician assistants. They are CEOs, military officers, engineers, neuroscientists, biochemists, forensic accountants and entrepreneurs. They are top broadcasters and journalists, fashion designers, teachers, lawyers, and policymakers.

Each year, about 90 percent of our freshmen on campus hail from the Great Lakes state. About 80 percent choose to stay in Michigan upon graduation, contributing to the well-being of its businesses, communities, residents, environment, and unique and diverse culture. The other 20 percent are sought by employers across the Midwest and nation and are valued for their leadership, willingness to roll up their sleeves and work hard, and ability to focus on innovative solutions and work in teams.



At Central Michigan University, faculty and staff foster the transformative power of advanced learning while creating a sense of community — a hallmark trait that engages and includes more than 225,000 alumni around the world. Students, parents and alumni alike speak of the "feeling" they had the first time they stepped on campus — a sense that they mattered and that they would be supported in finding their unique path forward.

CMU is among only five percent of U.S. universities in the highest two Carnegie research classifications. Our research philosophy means even undergraduates, often starting their freshman year, work beside faculty, immersed in learning and discovery experiences that employers value. At the same time, we uphold the belief that a foundation in the liberal arts allows students to achieve more success in their careers, contribute more to their employers, and lead more fulfilled lives in their communities.



Through the combined efforts of our faculty, staff, alumni and partners, Central Michigan University achieves its vision of being an inclusive community of scholars and a national leader in higher education, inspiring excellence and innovation. So, too, does it uphold its mission as a community committed to the pursuit of knowledge, wisdom, discovery and creativity. We provide student-centered education and foster personal and intellectual growth to prepare students for productive careers, meaningful lives and responsible citizenship in a global society.

Academic Colleges

- College of the Arts and Media
- College of Business Administration
- College of Education and Human Services
- The Herbert H. and Grace A. Dow College of Health Professions
- College of Liberal Arts and Social Sciences
- College of Medicine
- College of Science and Engineering

CMU's Strategic Envisioning Process

The field of higher education is rapidly changing. Conversations about the cost of attendance, student debt and return on investment shape public opinion; demographic shifts impact enrollment; public funding lags behind inflation; political and social trends affect state support; and new competitors move in and out of the market. CMU must be prepared to respond and adapt to remain competitive in this changing environment. To that end, CMU has embarked on a [strategic envisioning process](#) under the title and President Bob Davies' driving theme of "Rigor, Relevance and Excellence."

The envisioning process uses a strategic design thinking and paradigm and is an iterative process to distinguish and differentiate CMU as an outcome-based university. The 10-year horizon allows for bold and innovative action that will result in transformational change to CMU. The ultimate goal is to focus the efforts of CMU on outcomes that will serve and meet the needs of our students and

our stakeholders – internal and external; foster innovation; serve as an economic catalyst; ensure civic and social advancement; and spur new ideas and concepts that will impact our region, our state and beyond.

The following five strategic pathways will guide our planning:

1. Enhance the overall academic quality and environment of CMU with a commitment to rigor, relevance and excellence in our curricular, co-curricular and extra-curricular programs.
2. Distinguish CMU as fostering a dynamic exchange of ideas and thoughts, leading to actions, while fundamentally committed to equity and inclusion.
3. Build and foster a reciprocal ecosystem to promote innovation, economic development and cultural enrichment by engaging with Michigan's communities for partnerships.
4. Understand and proactively address the dynamic nature of the college student - both current and in the future.
5. Redefine and expand our business model to increase partnerships with organizations and help individuals advance lifelong learning and achieve career development goals.

A Portrait of Mount Pleasant

Centrally located in Michigan's Lower Peninsula, Mount Pleasant is a city of over 25,000 permanent residents and is the county seat of Isabella County (population 70,000). This region has a population of 400,000+ and includes nearby Bay, Midland, and Saginaw Counties. The area is easily accessible via U.S. Highway 20 and Interstate 127 and is served by five major airports within a two-hour radius.



Historic downtown Mount Pleasant has more than 100 locally owned businesses. Residents and visitors enjoy specialty shops, art galleries, lively bars, fine dining, and events such as holiday parades, art installations, and movie and concert series. More than 15 local parks provide opportunities for hiking, picnicking, kayaking, fishing, swimming, sledding, cross-country skiing, and creative outdoor play for children. Golfers have access to almost a dozen courses within a few miles of the city center. Isabella County is home to nearly 1,000 local farms. Residents purchase home-grown produce at the farmers market or visit one of several “u-pick” farms. The area provides performances from national touring comedians and musicians, and many people enjoy local gaming tables or visiting the family friendly waterpark at the Soaring Eagle Casino and Resort.

For additional information about Mount Pleasant, please visit: <http://www.mt-pleasant.org/>.

Nomination and Application Process

Salary

Salary will be competitive and commensurate with qualifications and experience.

How to Apply

Greenwood/Asher & Associates, LLC is assisting Central Michigan University in this search. Applications and nominations are now being accepted. Confidential inquiries, nominations, and application materials should be directed to Greenwood/Asher & Associates, LLC. For a full application package, please provide a cover letter, CV, and list of five references. Submission of application materials as PDF attachments is strongly encouraged. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

Please direct inquiries, nominations, and application materials to:

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Vice President & Managing Partner, Kelly
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For more information about Central Michigan University, please visit: <https://www.cmich.edu/>.

CMU, an AA/EEO institution, strongly and actively strives to increase diversity and provide equal opportunity within its community. CMU does not discriminate against persons based on age, color, disability, ethnicity, familial status, gender, gender expression, gender identity, genetic information, height, marital status, national origin, political persuasion, pregnancy, childbirth or related medical conditions, race, religion, sex, sex-based stereotypes, sexual orientation, transgender status, veteran status, or weight (see <http://www.cmich.edu/ocrie>).

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