



# VICE CHANCELLOR FOR COMMUNICATIONS, OUTREACH AND ENGAGEMENT

MISSOURI  
**S&T**





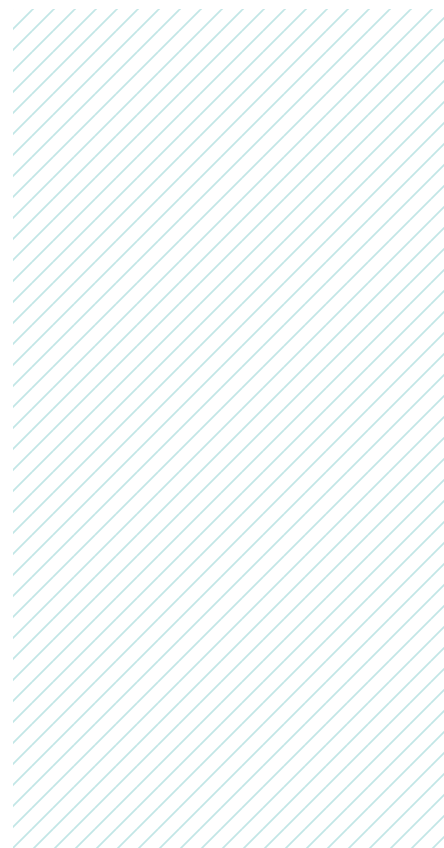
Missouri S&T is a sponsor of the Missouri State Fair.

Missouri S&T invites nominations and applications for the position of Vice Chancellor for Communications, Outreach and Engagement, a newly reimagined executive leadership role responsible for leading the university's comprehensive strategy in external engagement, marketing and communications, and outreach initiatives.

The Vice Chancellor serves as the chief communications officer and senior ambassador for Missouri S&T's public-facing initiatives and will play a critical leadership role in achieving and maintaining the university's North Star Goals of Carnegie R1 classification, a *U.S. News & World Report* Top 100 ranking, and enrollment growth to 12,000 students.

The Vice Chancellor will guide a cohesive and strategically aligned communications and engagement strategy, facilitate high-impact partnerships, and enhance the university's presence and reputation both regionally and globally. This leader will inspire and unify teams across marketing and communications, engagement and outreach, and K-12 educational initiatives under one integrated and agile organization.

This position will be part of the university's senior leadership team and report directly to the Chancellor.



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## Primary Responsibilities

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### 1 Strategic Communications Leadership

Serve as Missouri S&T's key communications officer and public voice, responsible for shaping and amplifying the university's narrative, reputation, and visibility. Lead a comprehensive communications strategy and team, including creative services, digital marketing, strategic communications, and media services. Deliver timely, transparent and effective communication aligned with institutional priorities and responsive to internal and external stakeholders.

### 2 University Outreach and Engagement

Develop, lead, and assess university-wide initiatives that foster mutually beneficial partnerships with communities, businesses, industries and K-12 schools. Strengthen S&T's statewide presence and visibility through initiatives such as statewide engagement tours, teacher and student programming, extension partnerships, faculty-led research symposia, and strategic signature events like **Celebration of Nations** and the **Undergraduate Research Day at the Capitol**.

### 3 Marketing and Branding

Drive S&T's branding and marketing strategy with measurable outcomes focused on increasing visibility, student enrollment, faculty and staff engagement, and industry partnerships. Champion the university's strategic positioning and ensure alignment of all public-facing content, campaigns and storytelling with institutional goals and reputation metrics.

### 4 K-12 Engagement

Provide strategic direction and leadership to S&T's Kummer STEM Education Center and K-12 outreach efforts including summer camps, after-school programs, field trips and collaborative partnerships. K-12 is one dimension of the larger outreach portfolio, positioned to create pipelines for future students and support Missouri's broader educational ecosystem.

### 5 Organizational Leadership and Culture Building

Lead and cultivate an integrated team of ~40 professionals across three primary functional areas (Marketing and Communications ~28; K-12 ~10; Outreach and Engagement ~2+). Direct reports will number fewer than five. Promote professional growth, cross-functional collaboration and data-driven decision-making throughout the organization. Build an ecosystem of engagement that reflects the values of participatory, transformative and research-based outreach.

### 6 Measurement, Assessment and Reporting

Define clear metrics for success, including tracking engagement activities, evaluating marketing reach and performance, and assessing the impact of strategic events and partnerships. Regularly report on progress toward university-wide strategic goals and key initiatives.



## APPLICATION PROCESS

To apply, please submit a letter of application, curriculum vitae and list of five professional references to:

[arrowsmithc@mst.edu](mailto:arrowsmithc@mst.edu).

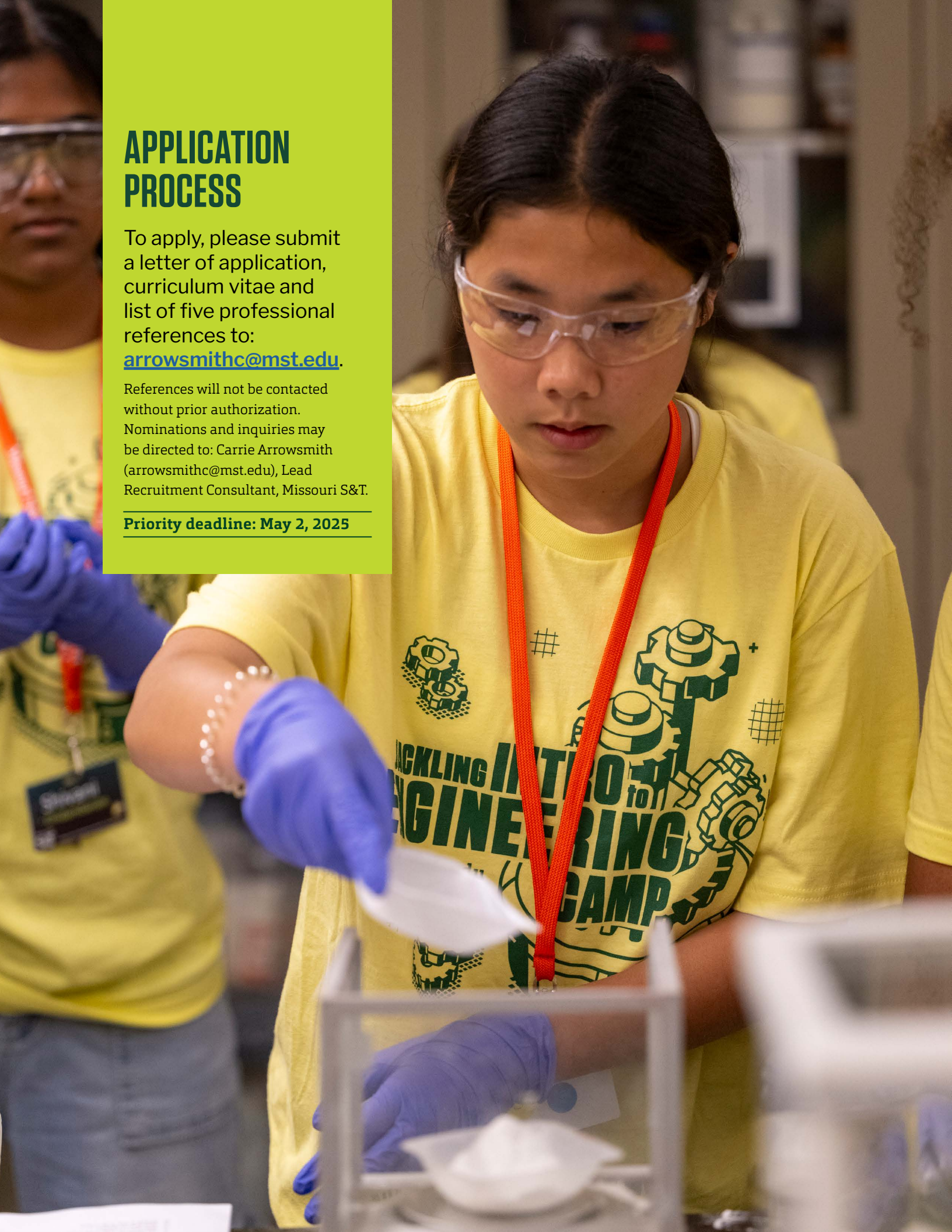
References will not be contacted without prior authorization.

Nominations and inquiries may be directed to: Carrie Arrowsmith (arrowsmithc@mst.edu), Lead Recruitment Consultant, Missouri S&T.

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**Priority deadline: May 2, 2025**

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## MINIMUM QUALIFICATIONS

- ▶ Graduate degree (MS, PhD, EdD, or equivalent) required.
- ▶ Minimum of 10 years of executive leadership experience in higher education or related fields.
- ▶ Demonstrated ability to lead university-wide communications, engagement and outreach initiatives.
- ▶ Proven ability to manage large, multifaceted teams and high-impact projects.
- ▶ Strong commitment to assessment, continuous improvement, and evidence-based practice.

## COMPENSATION

The salary for this position is competitive and commensurate with experience. The University of Missouri System offers a comprehensive and competitive total rewards package to all faculty and staff.

## PREFERRED QUALIFICATIONS

- ▶ Experience as a Chief Communications Officer or equivalent leadership in marketing or strategic communications.
- ▶ Dynamic and visionary leadership with a strategic mindset and a track record of institutional advancement.
- ▶ Strong supervisory and organizational development skills.
- ▶ Demonstrated creativity and innovation in communications and engagement approaches.
- ▶ Background in public event planning, brand strategy, and community-engaged scholarship.
- ▶ Experience in K-12 education initiatives, fundraising or advancement is desirable.
- ▶ Candidates with the appropriate academic and professional credentials may be considered for a tenured faculty appointment.



# ABOUT THE AREA

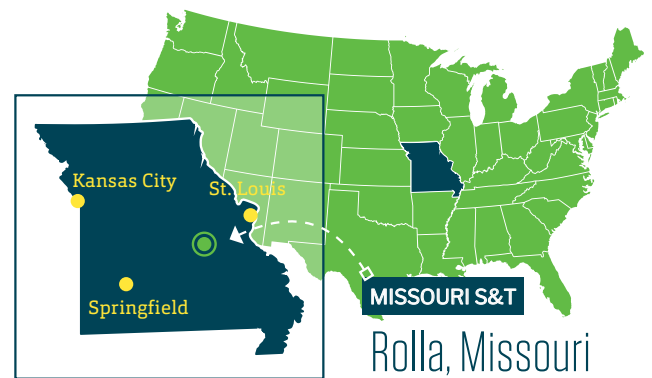
Nestled in the scenic Ozark Highlands, Rolla, Missouri, is a vibrant community known for its welcoming atmosphere and natural beauty.

## ABOUT MISSOURI S&T

Missouri S&T, a land-grant and space-grant institution founded in 1870, is a Carnegie R1 university with over 7,000 students and a reputation for academic excellence in STEM fields. Known for its return on investment, top-tier career placement and impactful alumni, S&T is pursuing bold North Star Goals under Chancellor Mohammad Dehghani:

- Grow enrollment to 12,000 students
- Elevate national rank and reputation
- Sustain R1 Carnegie classification.

Missouri S&T is one of four universities in the University of Missouri System and is located in Rolla, a scenic and welcoming community near the Missouri Ozarks and just 1.5 hours from St. Louis.



**Rolla's downtown area offers an array of local restaurants, boutique shops and cultural venues,** including the historic Ozark Actors Theatre, which brings theater and arts to the heart of the town. The Rolla Public Library and the Eugene E. Northern Community Hall serve as local gathering spaces for residents and students alike. Seasonal festivals, like the Route 66 Summerfest and the Celebration of Nations, celebrate Rolla's cultural diversity and its historic location along the famous Route 66, which adds to the town's unique charm.

**Rolla is also known for its strong ties to science and technology, largely due to Missouri S&T's presence.** The town is a hub for research and development, attracting companies in fields such as engineering, manufacturing, and energy. This close relationship between the community and the university fosters a supportive environment for innovation and entrepreneurship, which benefits both residents and students. With its mix of small-town warmth, natural beauty and academic spirit, Rolla offers a distinct quality of life that appeals to families, students and professionals who seek both tranquility and opportunity.







**Opposite page:** Students hang out at Soda & Scoops, a retro soda shop located on Pine Street, just steps away from campus.

**Top:** Ber Juan Park, located just east of campus, is part of Rolla's park system that boasts over 304 acres including over 10 miles of walking trails.

**Above:** The annual Celebration of Nations parade and festival brings together the vibrant cultures and countries of our community in Rolla.







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