Chief Marketing & Enrollment Officer & Senior Vice President

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Type: Full-Time
Salary: $450,000 - $480,000 per year
Category: Communications, Marketing, and Public Affairs; +1 Administrative Vice Presidents
Military

UNIVERSITY OF MARYLAND GLOBAL CAMPUS
Formerly UMUC

Chief Marketing & Enrollment Officer & Senior Vice President

Office of the University President

Exempt, Regular, Full-time

UPDATED 11.3.25

University of Maryland Global Campus (UMGC), one the nation's largest public online universities and a world leader in adult and military education, seeks an experienced servant leader to serve as Chief Marketing and Enrollment Officer (CMEO) & Senior Vice President.

UMGC has more than 170 locations in over 20 countries, offering products and services that include hybrid learning, fully online programs, livestream classes, and educational pathways ranging from certificates and noncredit experiences to bachelor's, master's, and doctoral degrees. The CMEO will unify UMGC's global reach with its diverse marketing portfolio-including on-ground recruitment events, extensive television campaigns, online presence and digital engagement through social platforms such as Instagram, TikTok, and Facebook.

Reporting directly to the President, the CMEO will be a collaborative member of the Senior Executive Team (SET) with a demonstrable record of execution, innovation, and enterprise stewardship. This leader will drive a comprehensive global marketing, enrollment, and admissions strategy that integrates artificial intelligence (AI), generative enrollment optimization (GEO), and modern product management practices, while also advancing UMGC's brand through traditional, digital, and next-generation marketing channels.

Relocation to the Maryland/DC/Northern VA metro area is required.

Key responsibilities include but are not limited to:

Strategic Leadership & Market Agility

- Develop and execute a unified, AI-driven marketing, product, and enrollment strategy that aligns UMGC's global offerings with student demand, employer needs, and market trends
- Serve as the voice of the learner and the market, integrating product management insights, competitive intelligence, and quantitative modeling into enrollment and marketing decisions
- Build a rapid-response framework for piloting, testing, and scaling campaigns-whether television spots, digital ads, or on-ground recruitment events-to capitalize on emerging opportunities
- Partner across UMGC's matrixed structure (Academic Affairs, Global Military Operations, Corporate Alliances, Student Affairs) to ensure strategies are both globally aligned and locally adaptable

Marketing, Branding & Product Positioning

- Lead a marketing organization fluent in multi-channel strategy, balancing, broadcast campaigns, digital ecosystems, and on-ground events
- Oversee creative direction and media strategy for television commercials that reinforce UMGC's role as the premier choice for adult and military learners
- Manage the search engine campaigns with Google, other search engine and now AI engines, using data to constantly measure and evolve the campaign

- Own and manage the umgc.edu web site and marketing-oriented web sites, focusing on continuous development to maximize natural search and ensure a strong user experience that improves conversion and satisfaction
- Design and execute innovative campaigns across digital and social platforms, including Instagram, TikTok, Facebook, and emerging platforms, blending organic storytelling with paid strategies and influencer outreach
- Apply product management principles-such as lifecycle management, customer journey mapping, consumer market research, and value proposition refinement-to position UMGC's diverse portfolio effectively
- Leverage AI and analytics to deliver personalized, adaptive storytelling that resonates with learners across UMGC's 170+ locations and digital platforms

Admissions, Enrollment & Student Journey

- Oversee the prospective student lifecycle as a product funnel-from first contact at a recruitment event or social campaign through enrollment and first-term experience
- Manage a significant team of enrollment advisors that provide a welcoming and positive user experience that leads to student success
- Deploy AI and GEO tools to deliver personalized enrollment journeys that mirror best practices in customer experience and product adoption
- Forecast enrollment through scenario-based modeling, aligning demand data with UMGC's academic capacity and global footprint
- Ensure admissions processes reduce friction for adult, military, and international learners while meeting compliance standards

Product Management & Innovation

- Champion a product management mindset that integrates learner feedback, market intelligence, and employer needs into marketing and program positioning
- Collaborate with academic and other student-facing leaders to refine UMGC's program portfolio, ensuring offerings remain competitive, globally differentiated, and future-ready
- Work with the senior leadership team to establish cross-functional product teams that bring together marketing, admissions, advising, faculty, and technology leaders to optimize the student journey as a global product experience
- Continuously innovate through lifecycle management, adapting offerings and campaigns to labor-market trends and learner demand

Organizational Leadership & Collaboration in a Matrixed Environment

- Build and sustain a culture of collaboration, adaptability, and enterprise stewardship across UMGC's global and matrixed structure
- Demonstrate skill in influencing without direct authority, ensuring alignment across functions (academic, enrollment, student services, technology, communications, financial planning, and analytics) and regions (Stateside, Asia, Europe)

- Work closely with student services, academics, and financial planning to ensure a successful student experience, IT on the development of key systems that support our marketing and enrollment efforts, and financial planning and analytics on forecasting and planning
- Recruit and mentor leaders who thrive in a matrixed environment, bringing digital fluency, AI-literacy, and cross-functional collaboration skills
- Ensure ethical and compliant use of emerging technologies in marketing and student engagement, consistent with UMGC's mission of access and equity
- Steward the division's budget, aligning investments across television, digital, social, and event-based campaigns with measurable ROI
- All other job-related duties as assigned by the University President

Required education & experience: A demonstrated ability to get things done. An earned Master's degree from an accredited institution or substantive executive level experience deemed clearly equivalent to a Master's degree; at least 10 years of progressively responsible senior leadership experience in global marketing, enrollment management, or product management, with demonstrated expertise in applying AI, GEO, and adaptive strategies; proven success leading multi-channel marketing campaigns, including event marketing, media strategy, broadcast advertising, and social media engagement; expertise in SEO/SEM, CRM optimization, campaign analytics, omni-channel demand generation, and cross-functional alignment within a matrixed organization; strong communication, influence, and collaboration skills, with the ability to thrive in matrixed, global, and fast-changing contexts; and a demonstrated commitment to ethical practice, compliance, and student-first decision making.

Preferred experience: Success leading diverse, global teams with product management and innovation skill sets; track record of integrating marketing, admissions, and product management to deliver measurable growth and improved learner outcomes; exceptional ability to balance market foresight with execution, particularly in fast-changing regulatory, technological, and media landscapes; familiarity with UMGC's global scale (170+ locations in 20+ countries), its military partnerships, and its reliance on both traditional and digital marketing to reach learners worldwide; as well as successful experience in consumer-oriented marketing in combination with experience in higher education.
All submissions should include a cover letter and resume.

The University of Maryland Global Campus (UMGC) is an equal opportunity employer and complies with all applicable federal and state laws regarding nondiscrimination. UMGC is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, national origin, age, marital status, sex,

sexual orientation, gender identity, gender expression, disability, religion, ancestry, political affiliation or veteran status in employment, educational programs and activities, and admissions.

Workplace Accommodations:

The University of Maryland Global Campus Global Campus (UMGC) is committed to creating and maintaining a welcoming and inclusive working environment for people of all abilities. UMGC is dedicated to the principle that no qualified individual with a disability shall, based on disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the University, or be subjected to discrimination. For information about UMGC's Reasonable Workplace Accommodation Policy or to request an accommodation, applicants/candidates can contact Employee Accommodations via email at employee-accommodations@umgc.edu.

Benefits Package Highlights:

- **Generous Time Off:** Enjoy 22 days of paid vacation, 15 days of sick leave, 3 personal days, and 15 paid holidays (16 during general election years). **For part-time employees, time off rates will be prorated based on the number of hours worked.**
- **Comprehensive Health Coverage:** Access to health care, medical with vision, dental, and prescription plans for both individuals and families, effective from the 1st of the month following your hire date.
- **Insurance Options:** Term Life Insurance, Accidental Death and Dismemberment Insurance, and Long-Term Disability (LTD) Insurance. **Part-time employees working less than 0.5 FTE are not eligible for LTD.**
- **Flexible Spending Accounts:** Available for medical and dependent care expenses.
- **Retirement Plans:** Choose between the Optional Retirement Program (ORP) or the Maryland State Retirement and Pension System (MSRPS).
- **Supplemental Retirement Plans:** include 401(k), 403(b), 457(b), and various Roth options. The university does not provide matching funds.
- **Tuition Remission:** Immediate availability for Regular Exempt Staff. Spouses and dependent children are eligible for undergraduate tuition remission after two years of service. **NOTE: For part-time employees (at least 50 percent of the time), tuition remission benefits are prorated.**

Hiring Range:

$450,000.00 - $480,000.00
University of Maryland University College actively subscribes to a policy of equal employment opportunity, and will not discriminate against any employee or applicant because of race, religion, color, creed, gender, marital status, age, national origin, political affiliation, mental or physical disability, veterans status or sexual orientation.

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