



OUACHITA
BAPTIST UNIVERSITY



OPPORTUNITY PROFILE

Chief Marketing Officer



Ouachita Baptist University, a private liberal arts university in Arkadelphia, Arkansas, is in its 137th year as a Christ-centered learning community.

Ouachita continues to experience considerable institutional momentum. During the past six years, Ouachita's enrollment has increased by 17.6%. Fall 2022 enrollment is the highest in 56 years, with a headcount of 1,784 students. On-campus enrollment is the highest since 2011, while enrollment in all colleges and universities in the state combined decreased during that period. The first-time freshman student cohort is distinctive: half earned a high school grade point average of 4.0 or higher, 23 graduated first in their high school class, 36 are Arkansas Governor's Distinguished Scholars, more than 17% are students of color, and 23% are first-generation college students.

Ouachita is ranked among the best national liberal arts universities in the country by *U.S. News & World Report* and among the top 20 Christian colleges in the nation by Niche.com. Learn more about the university's highly personal approach, reflected in a student/faculty ratio of 13:1, at www.obu.edu.

Ouachita has experienced growth not only in the number of enrolled students but also in the number of academic programs offered at the undergraduate and graduate levels. At the undergraduate level, programs in criminal justice, engineering and nursing have begun. In recent years, Ouachita's strategic decision to serve non-traditional degree-seeking students at the undergraduate and graduate levels reflects a desire to serve society better. At the graduate level, Ouachita has added a Master of Science degree in applied behavior analysis, a Master of Education degree in curriculum and instruction, and a Master of Science in Nutrition/Dietetic Internship program; launching in Fall 2023 are a Master of Science degree in exercise science and a Master of Business Administration degree.

During the past six years, the university has received a record number of philanthropic gifts, achieved a record high for its endowment and is stronger financially than any time in the past quarter century. During the 2020-21 academic year, during a pandemic, Ouachita was one of the few universities in the country to have a fully in-person experience. It reflected the collective efforts of students, faculty, and staff to care for one another and have a meaningful campus life.





UNIVERSITY OVERVIEW

Ouachita was established in 1886 by the Arkansas Baptist State Convention and remains strongly connected to the ABSC. Ouachita's statements of vision, mission, and values anchor its distinct approach to Christian higher education. The university's five-year strategic plan guides its focus.

Ouachita is in Arkadelphia, Arkansas, a city of 11,000, that is one hour southwest of Little Rock and four hours northeast of Dallas, Texas. The beautiful campus is situated on a bluff overlooking the Ouachita River, surrounded by two million acres of forests, within a 10-minute drive to DeGray Lake Resort State Park and close to other lakes, rivers, and trails.

The university is primarily a residential undergraduate institution with 97% of students living in campus housing. About 62% of students are from Arkansas, 26% from Texas and the balance from another 24 states and 22 countries. Academically, the university is organized into seven academic schools: Business, Christian Studies, Education, Fine Arts, Humanities, Natural Sciences and Social Sciences.

The university's highly residential nature is part of a commitment to a vibrant campus life that contributes to a holistic education. It includes required Chapel and a range of opportunities for ministry and spiritual development. There are over 50 student organizations and clubs for leadership, service, and affiliation, as well as a robust intramural sports and outdoor recreation program. On average, students, faculty, and staff volunteer 40,000 hours each year locally, nationally, and globally. The university fields 18 athletics teams involving 25% of the student body at the NCAA Division II level.

The university employs faculty and staff who have an active Christian faith; identify with its vision, mission, and values; are devoted to helping students experience academic progress, personal development, and spiritual growth; and are committed to excellence and collegiality in their work. Ouachita is known for a highly personalized approach to students.

The university occupies 200 acres and includes 51 buildings with 1.3 million square feet. Several improvements to the campus have occurred recently, including a new 144-bed student apartment complex and the state-of-the-art Whisenhunt Nursing Education Center.

The university is governed by a 24-member Board of Trustees whose appointments are approved by the Arkansas Baptist State Convention.





FOUNDATIONAL STATEMENTS

VISION Ouachita Baptist University seeks to foster a love of God and a love of learning by creating for students and other constituents' dynamic growth opportunities both on campus and throughout the world. With foresight and faithfulness, Ouachita makes a difference.

MISSION Ouachita Baptist University is a Christ-centered learning community. Embracing the liberal arts tradition, the university prepares individuals for ongoing intellectual and spiritual growth, lives of meaningful work and reasoned engagement with the world.

VALUES Ouachita strives to be an academic community of vision, integrity, and service grounded in the following values:

FAITH We believe that life is lived most abundantly in response to the love of God through Jesus Christ.

SCHOLARSHIP We advance excellence in teaching, learning, research, and creative expression.

GROWTH We foster broad-based education, encouraging growth in intellectual, spiritual, physical, and social domains.

CHARACTER We affirm that respect and honesty undergird responsible citizenship and stewardship.

COMMUNITY We promote a vibrant community strengthened by diversity, sustained by common aims and supportive relationships, and committed to leadership and service on campus and beyond.

LEARNING GOALS UNDERGRADUATE

Through all its undergraduate educational programs – curricular and co-curricular, classroom and experiential – Ouachita promotes the following goals for student learning:

- Intellectual and applied skills that promote competency and lifelong learning, including articulate communication; critical and creative thinking; analytical and quantitative reasoning; scientific reasoning; and information literacy.
- Engagement with content and methods of the major domains of knowledge.
- Heightened awareness of personal and social responsibility, including the ability and inclination to practice civic engagement, ethical reasoning, personal integrity, stewardship, physical well-being, and spiritual growth.
- Appreciation for cultural diversity and development of intercultural competence for constructive engagement in both local and global contexts.
- Depth of knowledge and skills in a chosen discipline or combination of disciplines sufficient to provide the foundation for advanced study, professional competence, and meaningful work.
- Ability to connect learning across disciplines and apply knowledge and skills to solve problems.

LEARNING GOALS GRADUATE

By offering advanced study in selected fields, Ouachita aims to promote scholarly achievement, enhance professional expertise, encourage faithful stewardship, and graduate highly capable professionals ready to assume places of leadership and service. Students completing the university's graduate programs are expected to accomplish the following:

- Demonstrate graduate-level mastery of the knowledge and skills central to scholarly inquiry and professional practice within a field of study.
- Develop a reasoned approach to the role of faith in scholarly and professional pursuits and responsibly relate Christian perspectives to disciplinary practice.
- Interpret and apply ethical insights and decision-making in the context of one's intended profession.
- Communicate a personal vision of vocation, including how one can contribute meaningfully to one's profession and broader community.



LIBERAL ARTS COMMITMENT

Since its founding in 1886, Ouachita has aimed to unite a broad-based education in the liberal arts with preparation for service in a variety of fields. In the context of an overarching fidelity to Christian faith and practice, Ouachita's educational mission remains rooted in the liberal arts tradition and oriented toward preparing graduates for meaningful work.

Ouachita's general education program, known as the Ouachita Core, combines the liberal arts tradition with knowledge and skills that prepare graduates for meaningful work and effective service to God and others. A freshman seminar, OBU Connections, introduces students to the institutional mission and helps them understand how Christian faith influences Ouachita's distinctive approach to a liberal arts education. The Core also provides a shared intellectual experience for students and helps them develop analytical skills; artistic, linguistic, and cultural appreciation; an inclination toward civic engagement; and a commitment to a healthy lifestyle. Interdisciplinary perspectives within the Core encourage students to make connections across disciplines and understand the complexity and diversity of the world they inhabit. As students progress through their major field of study, they hone the skills developed in the Core, achieving higher levels of competence and engagement by the time they graduate.



AT A GLANCE

STRATEGIC PLAN

The university's direction and momentum have been guided and fueled by the current five-year strategic plan, which includes six strategic directions and 24 goals. The strategic directions are:

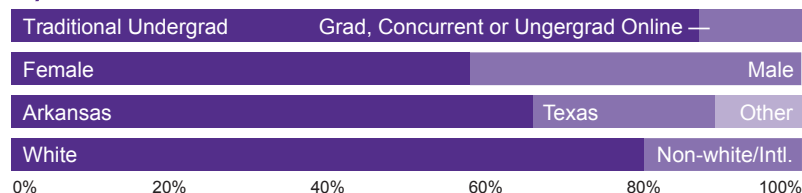
- Sustain Christ-centered identity.
- Advance faculty/staff support.
- Ensure transformative learning.
- Grow residential enrollment.
- Diversify educational offerings.
- Strengthen key partnerships.

ACCREDITATION

The university is accredited by the **Higher Learning Commission**. Individual programs are accredited by:

- Accreditation Commission for Education in Nursing (ACEN)
- Accreditation Council for Education in Nutrition and Dietetics (ACEND)
- Association to Advance Collegiate Schools of Business (AACSB)
- Council for the Accreditation of Educator Preparation (CAEP)
- National Association of Schools of Music (NASM)

1,700 TYPICAL TOTAL ENROLLMENT



-18-
NCAA
Division II
ATHLETICS TEAMS

25
AVERAGE
ACT SCORE

40,000+
VOLUNTEER
HOURS

INVESTED ANNUALLY BY
OUACHITA COMMUNITY

60+ **ACADEMIC**
PROGRAMS
IN 7 ACADEMIC SCHOOLS



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profs about our programs**

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99%

JOB OR GRADUATE SCHOOL
PLACEMENT
FOR UNDERGRADS

TUITION, FEES, ROOM & BOARD (2023-24): \$41,520



**It's [Wash-i-tah] – in case
you were wondering**

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**Learn about Arkadelphia
& the surrounding area**

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STUDENT ACADEMIC ENVIRONMENT

Student engagement and high-impact, experiential learning are hallmarks of the Ouachita experience.

- The Carl Goodson Honors Program enriches the curriculum by offering participants innovative honors seminars, opportunities for grant-funded travel for scholarly research and individual faculty mentoring through directed study and honors thesis projects.
- In the sciences, the Patterson Summer Research Program supports students and professors in collaborative research that often leads to publications and conference presentations.
- Business students manage the Ary Student Investment Fund, an investment portfolio of \$2 million, and the annual Business Plan Competition offers all students an opportunity to develop their entrepreneurial skills and compete for startup funds.
- Students interested in film studies may participate in the Sundance Film Festival and Windrider Forum, which approaches critical analysis of contemporary film from Christian perspectives.
- The Grant Center for International Education supports a broad range of study abroad opportunities, including a three-week European Study Tour led by Ouachita faculty.
- The Elrod Center for Family and Community enables both students and faculty to engage in course-based, service-learning projects and other service opportunities.
- Internships are required in several majors and encouraged in many others.
- An annual celebration of student academic achievement known as Scholars Day takes place in the late spring, when students from every discipline are encouraged to present their scholarly and creative work to their peers, faculty members, and guests.

FACULTY ACADEMIC ENVIRONMENT

Characterized by strong traditions of faculty engagement, the academic environment fosters both collegial relationships and opportunities for scholarly and creative work.

- A biweekly Faculty Colloquium, launched nearly 50 years ago, features faculty presentations to colleagues on their research, creative endeavors, and professional development activities.
- A monthly faculty/staff book discussion group, the Gutenberg Conspiracy, fosters a lively exchange of ideas across disciplines.
- The university promotes ongoing scholarly and creative activities through sabbaticals and faculty development grants designed to promote research, professional development, academic enrichment, and teaching effectiveness.
- Endowed professorships provide additional support for faculty who have demonstrated scholarly and professional excellence.





THE POSITION

Ouachita seeks a chief marketing officer to lead its Office of Communications & Marketing. This cabinet-level position reports to the university president and leads communications, marketing and public relations efforts university-wide. It especially works closely with leaders in the offices of the president, admissions, development and athletics for key recruitment and fundraising initiatives and also serves as the communications and marketing hub for all seven of Ouachita's academic schools. It coordinates all aspects of the university's external communications, leads crisis communications and reputation management and plans and executes university-wide and program-specific marketing efforts.

Full-time (40 hours/week, occasional nights & weekends) • Exempt • Full benefits • On-site

REQUIRED QUALIFICATIONS

- Bachelor's degree in communications, marketing or related field. Master's degree preferred.
- At least 5 years of experience managing personnel and functions in communications, marketing or a related field.
- Commitment to the university's vision, mission, values and Christ-centered identity.
- Knowledge of the culture and structure of Ouachita or a similar multi-stakeholder organization.
- High level of professionalism and ability to work collaboratively with other campus leaders to advance a variety of university priorities.
- Strong understanding of integrated marketing communications principles, digital marketing techniques and audience/message/channel alignment.
- Exceptional written and oral communication skills and grasp of AP style, search engine optimization and related industry standards for content creation.
- Ability to lead and contribute to a creative workplace. Photography, videography, graphic design or web management skills a plus.
- Strong interpersonal skills and ability to work with diverse team members and constituencies.
- Proactive, results-oriented work ethic.
- Excellent organizational and project management skills and attention to detail. Ability to meet and maintain tight deadlines for high volume of complex projects.



THE POSITION

DUTIES AND RESPONSIBILITIES

- Maintains university standards for high quality and consistent messaging, institutional voice and editorial style as well as visual identity, brand standards and graphics style throughout university communications pieces. Works with OCM staff to write, art direct and edit content for a variety of platforms including, but not limited to, the Ouachita website, marketing collateral, email marketing, press releases, blog posts, video, print and digital advertisements, social media and the alumni magazine. Serves as editorial or visual consultant to other university units.
- Develops annual marketing plans for both undergraduate and graduate programs. Serves on “Admissions + Marketing” work groups for both undergraduate and graduate/online recruitment efforts; they each meet bi-weekly, convened by the president, to assess and adjust strategies and tactics to achieve enrollment goals.
- Collaborates with OCM staff as well as faculty and staff leaders across campus, as appropriate, to develop, execute and assess marketing and communications plans for the university at large as well as individual programs. Manages relationships with third-party agencies, vendors or freelancers as needed to execute plans.
- Leads multichannel content creation strategies to publicize campus events, faculty/staff/student accomplishments and university announcements.
- Serves as public relations and media relations leader on campus, especially in crisis situations. Issues campus alerts and serves as campus spokesperson as needed. Provides media training to members of the campus community as needed.
- Utilizes hands-on communications skills (i.e. writing, editing, designing, shooting photo or video, reporting, posting to social media, updating website) to help OCM staff execute projects with excellence and within deadlines.
- Serves as member of Administrative Council, the university’s senior administrative leadership team, bringing wisdom and experience to provide input to key decisions at the institution. Provides communications and public relations counsel to president and other campus leaders.
- Manages OCM office budget as well as marketing spend for recruitment efforts across campus. Leads hiring process and human resources issues for OCM staff members and student workers. Processes communications/marketing-related invoices and vendor contracts.
- Establishes and executes regular assessment practices to evaluate and improve university communications and marketing practices. Utilizes data to inform adjustments to increase effectiveness and efficiency. Completes regular staff evaluations. Submits quarterly reports on OCM activities to the Board of Trustees and completes annual reports to the president according to university assessment procedures.
- Updates job knowledge by tracking technology advancements and trends, reading professional publications and participating in educational opportunities and professional organizations. Encourages and facilitates the same among OCM staff.
- Provides general support to other strategic university projects and initiatives as needed.
- Participates in the campus community through such activities as service on committees; advising student organizations; serving as a guest speaker in classes; and engaged attendance at campus events, chapel services, faculty meetings, colloquia, etc.



THE POSITION

ABOUT THE OFFICE OF COMMUNICATIONS & MARKETING

The Office of Communications & Marketing serves as the central keeper of the Ouachita brand and teller of Ouachita stories. It has greatly increased its responsibilities and impact during the last 5-10 years. The staff has expanded from two to eight full-time positions and benefits from 6-10 student designers and writers each semester. As it has grown its capabilities through additional staff, the office has evolved from primarily a public relations function, offering on-request design and writing support for campus entities, to being an integral part of strategies to advance the university's mission and strategic goals.

Working closely with the Office of the President and Office of Admissions, it has played a critical role in recruiting students to the university's recent record-setting cohorts, contrasting the state's trend of enrollment decline. The office has led a transformation of the university's integrated marketing strategies, including:

- increasing targeted digital advertising impressions from fewer than half a million to nearly 10 million a year;
- launching its first coordinated email marketing campaigns;
- creating the university's first full-fledged visual identity systems;
- coordinating multiple website migrations and redesigns;
- establishing unified marketing strategies, messaging and collateral for the university's 60+ academic programs (including launching Ouachita's first graduate programs in more than 20 years); and
- creating mission-driven content across a variety of print and digital media platforms.

Its talented and experienced staff bring their skills to bear on projects supporting not only recruitment efforts, but also donor relations, student life, guest experience, athletics communications, alumni engagement and more. The team has earned more than 80 statewide and national awards for work in many specialties, including branding, design, PR strategy, social media, video, writing and more. Reporting directly to the Office of the President, the office plays a critical role not only in university-wide initiatives, but also the specific work of nearly every office and department across campus. It seeks to be a central resource for all faculty and staff, fostering collaboration and serving as creative and strategic partners with the university's many administrative and academic units.

COMMUNICATIONS & MARKETING STAFF

Communications & Marketing Specialist

Editorial Coordinator

Graphic Design Manager

Graphic Designer

Marketing & Media Manager

Project Manager

Web Developer





PROCESS OF CANDIDACY

After reading this Opportunity Profile, if you believe that you are a good initial match for Ouachita Baptist University, we invite you to begin the application process.

Please provide the following documents and responses for your application:

- A completed Administration Application at obu.edu/jobs.
- A cover letter that makes the case for your candidacy (In your letter, describe how your strengths, gifts and experiences are a fit with the qualifications and opportunity in this profile.)
- A current résumé or curriculum vitae (Please include three references who will be contacted only with your permission.)
- Describe your Christian faith, including your spiritual journey and its relevance to your personal and professional life (500-600 words).

The search process began on May 2, 2023. Applications will be reviewed as they are received, and the position will be filled as soon as the best person for the role is identified.

Submit this information in one Word or PDF document to:

**Tracey Knight
Office of the President
Ouachita Baptist University
knightte@obu.edu**



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