The higher education CMCO role is in a liquidity changing...

Higher education is in a state of uncertainty and transformation; from organizational structure, to culture and effectiveness, to how it engages with its stakeholders. The role of chief marketing and communication officers (CMCOs) has evolved significantly over the past several years, with many institutions seeing these leaders as a key driver in navigating the new realities. While the role of the CMCO in higher education is not new, the responsibilities and expectations placed on these leaders have expanded, giving them a more strategic and impactful role in the institution.

In the past, the CMCO in higher education was typically responsible for overseeing the institution's communication and marketing functions. However, in recent years, these leaders have been given a broader range of responsibilities, including helping to shape the institution's strategic direction and aligning the organization around a shared vision.

Intervening in strategy, both organizational and enterprise, has become more important to CMCOs. Many institutions are now looking to their CMCOs for guidance on how to navigate the changing landscape and remain competitive. As a result, the role of the CMCO in higher education has become more strategic, with a focus on developing and executing a comprehensive communication and marketing strategy that aligns with the institution's overall goals.

CMCOs must typically report to the president/chancellor, providing some degree of independence and autonomy. However, the pressures facing CMCOs have increased in recent years, with many institutions looking to their leaders to help them emerge from the current crisis.

Impact of the CMCO role

CMCOs have been key players in helping institutions navigate the current crisis, with many institutions seeing their leaders as a critical driver in the institution's ability to adapt and thrive.

Some key takeaways from the report:

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