

**Defiance College
Position Description**

TITLE: Vice President for Enrollment Management

DEPARTMENT: Enrollment Management

REPORTS TO: President

DATE: February 2019

FUNCTION: The Vice President for Enrollment Management serves as the chief enrollment management officer and leads and manages the offices of admissions, financial aid, and marketing in close coordination with the Athletic Department. The VP will be accountable for fall and spring enrollment goals while also being responsible for providing strong leadership to the Enrollment Management team. The VP will work with senior administrators, the Athletic Department, and the entire campus community to provide strategic enrollment planning, research, and accountability for enrollment outcomes. Ongoing data informed strategies and analysis will drive enrollment growth consistent with the mission of the college. The VP shall manage and interact effectively while ensuring collaborative working relationships with students, faculty, staff, parents and members of the community as a whole.

RESPONSIBILITIES AND AUTHORITY:

ESSENTIAL FUNCTIONS:

- Develop and ensure effective management of enrollment strategies consistent with reaching annual and semi-annual enrollment goals.
- Establish tools and maintain reports to monitor specific enrollment goals, measure effectiveness of recruiting efforts, and hold recruiters accountable.
- Implement effective training for all responsible for setting and meeting recruitment goals.
- Develop and implement annual and long-range strategic enrollment management plans that focus on recruiting graduate and undergraduate students.
- Determine the strategic use of financial aid to recruit and retain students and optimize the use of federal, state, and institutional aid.
- Coordinate enrollment and market research that strengthens efforts in primary markets while also providing needed intelligence on market potential in secondary and tertiary markets.
- Collaborate with Cabinet to establish pricing strategies and tactics.
- Provide leadership to Marketing and Admissions staff in the development of print and electronic recruitment materials used for student recruitment.
- Utilize information systems and technology to effectively manage recruitment, financial aid and data collection.
- Identify and utilize current and emerging enrollment trends, effective techniques to train and retain staff, and means to support diversity and inclusion on campus.

- Continue implementation of a contemporary admission strategy, modernize operations, and implement the automation of financial aid packaging.
- Oversee the development of admissions and financial aid policies, procedures, and programs, ensuring that programs produce measurable results.
- Work collaboratively with the President and Cabinet to develop a strategic marketing plan and provide leadership to ensure marketing and public relations initiatives are implemented.
- Provide guidance and leadership to Financial Aid and Admissions staff to ensure compliance with all federal and state regulations.
- Work closely and collaboratively across campus serving as the liaison between enrollment and a wide variety of internal and external stakeholders.
- Communicate effectively with all constituencies, including the Board of Trustees, President, Cabinet, faculty, staff, and students.
- Hire, train, supervise and evaluate staff for those functional areas of responsibility.
- Serve as a member of the President's cabinet and effectively represent the College to the larger community.
- Special projects and other duties as assigned by the President.

SUPERVISION:

The Vice President for Enrollment Management shall supervise all enrollment, marketing and public relations activities and shall have direct and immediate supervisory responsibilities over the Assistant Dean of Admissions, Director of Financial Aid, and the Director of Public Relations & Marketing.

EDUCATION:

Master's degree and five years of progressively responsible and successful administrative expertise in admissions, financial aid and marketing.

REQUIRED KNOWLEDGE, SKILLS & ABILITIES:

The individual must possess strategic planning and leadership skills and be able to assess, evaluate, and implement strategic initiatives. An understanding of enrollment management issues in a tuition-driven environment, an understanding of financial aid and pricing, familiarity with marketing initiatives, and the ability to make data-driven decisions are essential to success. Superior communication skills and a high level of collaboration and teamwork are imperative. The individual must have strong managerial experience, solid analytical abilities, and be able to interact effectively and maintain collaborative working relationships with students, faculty, staff, parents and members of the community. Must have demonstrated experience in program and staff development as well as knowledge of programs which enhance recruitment and retention efforts.