

Assistant Vice President for Enrollment Management and Director of Admissions

Position Summary

Reporting to the Vice President for Student Affairs and Enrollment Management, the Assistant Vice President for Enrollment Management and Director of Admissions provides strategic leadership and direction to the College's effort to maximize and sustain academic enrollment as defined by the College's mission, institutional goals and Strategic Plan. The Assistant Vice President for Enrollment Management and Director of Admissions will lead the areas of Admissions, Recruiting, Financial Aid, Office of the Registrar, and specialized enrollment programs.

Responsibilities:

- Oversee the overall strategy, planning, recruiting, enrollment and evaluation of new students across all academic departments
- Provide leadership for the areas of Admissions, Recruiting, Financial Aid, Office of the Registrar, and specialized enrollment programs
- Actively recruit new students
- Provide leadership to the college's priorities to enroll a culturally diverse and inclusive student body in all programs
- Provide operational management for the Admissions and Recruitment Offices
- Work closely with Academic Institutional Research to review the quality of both the enrollment process and the applicants that enroll
- In collaboration with the Director of Marketing, develop and institute both short term and long term marketing plans to meet enrollment and retention targets being mindful of inclusion and diversity efforts
- Work with the Vice President of Finance and Administration to ensure proper aid direction in compliance with federal and state regulations
- In collaboration with the Assistant Director of Admissions, develop annual admissions forecasts and predictive models
- Provide enrollment management leadership throughout the student life cycle, including recruitment, retention and completion
- Performs other related duties as assigned

Qualifications:

- Minimum of a Master's Degree from an accredited institution
- 7-10 years of higher education experience in enrollment management with increasing levels of responsibility
- A commitment to equity, fairness, and demonstrated success in enrolling students from diverse backgrounds
- A demonstrated commitment to the "underserved" student population
- A demonstrated knowledge of the mission of Historically Black Colleges and Universities
- Demonstrated knowledge of the use of social media for recruiting purposes
- Experience supervising professional level staff required
- Ability to establish strong relationships with internal and external constituencies
- Ability to work well in a highly collaborative environment
- Excellent written and oral communication skills with the ability to write concisely, express thoughts clearly, and develop ideas in a logical sequence