



Wingate University
Open Position Description
Vice President for Enrollment Management

Position Title: Vice President for Enrollment Management

Location: Wingate Main Campus

Founded in 1896, Wingate University is a laboratory of difference-making that serves more than 3,600 students in North Carolina. Wingate offers 36 undergraduate majors as well as six master's and four doctoral programs. The University is home to the Cannon College of Arts and Sciences; the Levine College of Health Sciences; the Byrum School of Business; and the College of Professional Studies, which includes the Thayer School of Education and the School of Sport Sciences. The University's motto is "Faith, Knowledge, Service." Learn more at www.wingate.edu.

Position Summary: The Vice President for Enrollment Management provides leadership and direction to the University's comprehensive effort to maximize student enrollment.

Overall Responsibilities

- Develops and implements a data-driven, and sustainable enrollment plan for undergraduate and graduate and professional programs that includes but is not limited to creating a long-term enrollment pipeline strategy that accounts for the everchanging higher education landscape, demographic shifts, and evolving student needs
- Partners with members of the campus community to ensure continued enrollment success and growth
- Promotes and supports a strong workplace culture which prioritizes DEI initiatives and engagement
- Communicates departmental direction and expectations
- Establishes annual goals and holds department managers (i.e., Assistant VP for Financial Planning, Director of Undergraduate Admissions, and Director of Graduate Admissions) accountable for measurable outcomes
- Ensures sound fiscal management of departmental budgets
- Supports departmental managers and their staff
- Represents departmental interests to the University

Student Financial Planning – to provide financial support via federal grants and loans, state aid, and institutional grants and scholarships

- Hiring, training, evaluating, and supporting staff and ensuring sound fiscal management of departmental budget
- Communicating financial aid processes to prospective and continuing students and their families; assisting them in obtaining financial aid to fund their education

Undergraduate Admissions – to recruit students for study at the undergraduate level – first-year students, transfers, and international students

- Hiring, training, evaluating, and supporting staff and ensuring sound fiscal management of departmental budget
- Communicating department's vision, goals, and tasks
- Directing recruitment efforts regarding search, admissions policies, marketing initiatives, campus visits, and special events
- Establishing and evaluating departmental processes and programs

Graduate and Adult Degree Admissions– to recruit students for study at the graduate and professional level – pharmacy, physician assistant, physical therapy, occupational therapy, public health, graduate business, graduate education, and adult degree completion

- Hiring, training, evaluating, and supporting staff and ensuring sound fiscal management of departmental budget
- Communicating department's vision, goals, and tasks
- Directing recruitment efforts regarding search, admissions policies, marketing initiatives, campus visits, and special events
- Establishing and evaluating departmental processes and programs

Qualifications and Experience

- Advanced degree from a regionally accredited college or university
- Progressive experience (preferably in enrollment management) at a higher education institution
- Ability to maintain a high level of confidentiality and professionalism

Competencies

- Action oriented
- Analytical and uses data to inform decisions
- Has a growth mindset
- Innovative and strategic thinker
- Partners well
- Understands the importance of and values diversity, equity, and inclusion

To apply, submit the following to **Human Resources** at careers@wingate.edu

- 1) letter of interest, 2) resume, and 3) contact information for three references.

EQUAL OPPORTUNITY EMPLOYER: Wingate University abides by all federal and state laws prohibiting employment discrimination solely on the basis of a person's race, color, creed, national origin, religion, age (over 40), sex, marital status or physical handicap, except where a reasonable, bona fide occupational qualification exists. Wingate University is committed to the provisions of the Americans with Disabilities Act and its amendments. Wingate University expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability or veteran status.