BENNETT COLLEGE

Job Posting

Title: Vice President for Enrollment Management
Job Code: 13-0823BAC
Date of Posting: 8/23/13
Closing Date: Until Filled
Department: Enrollment Management
Reports To: Officials and Managers

GENERAL SUMMARY:

The vice president for enrollment management is responsible for the development and implementation of the College’s enrollment management plan. This includes supervision and oversight of the offices of the registrar, admissions, financial aid, and academic advising and assessment. The vice president will also work with the Office of Institutional Advancement in developing and coordinating marketing messages and recruitment efforts. Working with members of the Senior Staff, the vice president will develop marketing strategies, and evaluate and reorganize, as appropriate, all enrollment management functions to achieve college-wide goals.

ESSENTIAL JOB FUNCTIONS:

- Direct all enrollment management functions, assess operations, and implement restructuring as necessary to achieve enrollment goals.
- Develop, implement, and evaluate enrollment, academic, and administrative marketing plans and strategies designed to attract and retain students; apply research techniques, recommend implementation, and maintain the use of information technology to enhance and support the enrollment management process.
- Provide direction and expertise to enrollment-related departments to assure the most productive, efficient, and cost effective services are being provided to students and prospects; and assure effective
communications and coordination of activities and operations among enrollment management departments.

- Manage personnel of the departments within enrollment management; and develop and administer the enrollment management budget.
- Develop long- and short-range plans and establish goals and objectives for enrollment management components aimed at continually improving student enrollment and retention, and enhancing the College’s image; assure consistency with institutional goals, plans, and objectives; and measure organizational effectiveness against specific goals and objectives.
- Develop and maintain effective working relationships with academic departments, faculty, and alumnae to coordinate and assure appropriate participation by academic units and alumnae in student recruitment and retention.
- Other duties as assigned by the President.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledge of enrollment strategies and practices
- Knowledge of financial aid/pricing strategies to balance student needs against institutional priorities
- Knowledge of record retention policies and procedures
- Strong managerial skills in supervising, managing and motivating staff members to work collectively toward divisional and institutional goals
- Ability to build internal and external relationships across the various constituencies of the College
- Excellent communication skills (written, verbal, and interpersonal skills)
- Ability to work within a diverse community
- Ability to work independently
EDUCATION AND EXPERIENCE:

- Master’s degree from an accredited college or university.
- Five years of progressively responsible experience in enrollment management or comparable field of higher education.
- Previous experience in the development, implementation, and evaluation of marketing and data-driven recruitment strategies.
- Strategic planning experience.
- Understanding of the linkage of financial aid to student enrollment and retention.

HOW TO APPLY:

Interested candidates should submit a cover letter, resume, application for employment (found at www.bennett.edu), and three (3) recent letters of recommendation (all letters must be signed and dated within one (1) year), reference **Job Code 13-0823BAC**

Please submit unofficial transcripts. Official transcripts are required if an offer of employment is made.

You can send your information one of three ways:
Mail to: Human Resources, Bennett College, 900 East Washington Street, Greensboro, NC 27401
Email to: hr@bennett.edu
Fax to: 336-517-2103
Resumes received without the job code will not be considered.

NO PHONE CALLS PLEASE!

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E-Verify, an online program which is administered through the Department of Homeland Security and the Social Security Administration, is used to verify employment eligibility