AUBURN
Human Resources

VP, Enrollment Services

Job Description

JOB INFORMATION

Job Code	AD37
Job Description Title	VP, Enrollment Services
Pay Grade	SRUC
Range Minimum	$0
33rd %	$0
Range Midpoint	$0
67th %	$0
Range Maximum	$0
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	7/18/2018

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

The Vice President of Enrollment Services will provide strategic leadership and execution in advancing Auburn recruitment and enrollment goals in accordance with its mission, vision and strategic plan. The Vice President of Enrollment reports directly to the Senior Vice President and will be responsible for developing a comprehensive enrollment plan; strategic direction; oversight and support of admissions; recruitment, including the planning and execution of recruiting events; strategic enrollment management and scholarship administration.

RESPONSIBILITIES

- Collaborating with deans and other academic leaders to provide the vision for short and long-term enrollment goals and effective marketing strategies aimed at optimizing enrollment opportunities in targeted programs.
- Working with university marketing professionals on print and electronic recruiting collateral, using research based decisions on message and delivery mediums.
- Providing comprehensive statistical and data-informed analyses necessary to make sound policy decisions.
- Supporting new enrollment markets while sustaining and growing existing markets; creating strategies and division-wide initiatives that effectively support the recruitment and retention of a diverse and inclusive student body in a manner that complements the university’s culture and core values.
- Monitoring and assessing data to evaluate the effectiveness of recruitment efforts and scholarship programs, including social media, marketing and other emerging technologies that enhance yield with potential students and their families.
- Developing and using existing and emerging technologies to communicate and build relationships with students, families, community colleges and secondary school leadership.
- Evaluating and improving the practices of the student enrollment experience, including timely, effective and positive engagement with students and families throughout the entirety of their experiences with admissions, financial aid and registration.
- Leading the development of strategies that leverage financial aid awards in a manner that enhances the overall student body and expands opportunities for timely degree attainment.
- Optimizing use of available federal, state and institutional resources in the recruitment and retention of students while ensuring campus compliance with all federal and state agencies’ regulations and policies.
- Leading the collaboration between university advancement and enrollment management to identify, prioritize and proactively implement scholarship plans.
- Creating a visible profile within the campus community and university constituencies in order to foster collaborative relationships essential to enhancing communication efforts; creating an environment of collegiality and inclusiveness.

RESPONSIBILITIES

- Identifying target audiences, establishing enrollment goals and developing and executing effective enrollment management plans designed to attract students.
- Serving as the principal liaison on strategic priorities involving recruitment and admission between enrollment services, the colleges and schools, and university administration.
- Providing leadership and management of a complex operation, including approximately 50 professional staff and 200 students through 5 direct reports and a total budget of $72 million, including operational ($6 million), restricted scholarships ($10 million), unrestricted scholarships ($56 million).

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	Supervises others with full supervisory responsibility.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Master's Degree	Public Administration, Business, Education, or related	and	10 years of	The successful candidate's qualifications should include: • Demonstrated leadership in higher education strategic enrollment management, including data-driven programs, budgetary and personnel responsibilities, enrollment management planning, contract management, and program development. • Significant experience in providing strategic and operational leadership within a complex large enrollment organization. • Leadership experience with current best practices in enrollment management, admissions, financial aid and registration. • Experience with current and emerging technology (hardware and software solutions) related to recruitment, admissions and financial aid, including expertise with enrollment management systems and web-based recruitment efforts. • Experience with process-improvement initiatives and leadership in change-management environments.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of national and state issues related to higher education policies and practices that influence enrollment management.	
Knowledge of leadership experience in supporting a culture of inclusion and diversity.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking				X		
Sitting				X		
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching				X		
Talking				X		
Hearing				X		
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:

Ability to see information in print and/or electronically.