
Auburn University Job Description

Job Title: **VP, Enrollment Services**

Job Family: No Family

Job Code: **AD37**

Grade: Unclassified

FLSA Status: Exempt

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.

Essential Functions

1. 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.
 2. Working with university marketing professionals on print and electronic recruiting collateral, using research-based decisions on message and delivery mediums.
 3. Providing comprehensive statistical and data-informed analyses necessary to make sound policy decisions.
 4. 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.
 5. 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.
 6. Developing and using existing and emerging technologies to communicate and build relationships with students, families, community colleges and secondary school leadership.
 7. 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.
 8. 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.
 9. 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.
 10. Leading the collaboration between university advancement and enrollment management to identify, prioritize and proactively implement scholarship plans.
 11. 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.
 12. Identifying target audiences, establishing enrollment goals and developing and executing effective enrollment management plans designed to attract students.
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13. Serving as the principal liaison on strategic priorities involving recruitment and admission between enrollment services, the colleges and schools, and university administration.
14. Providing leadership and management of a complex operation, including approximately 50 professionals 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).

Supervisory Responsibility

Supervises others with full supervisory responsibility.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.



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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Masters	Public Administration, Business, Education, or related
Experience	10 years	The successful candidate's qualifications should include: <ul style="list-style-type: none">• 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.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Minimum Required Knowledge

- 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.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires walking, sitting, reaching, talking, hearing, handling objects with hands.

Vision requirements: Ability to see information in print and/or electronically.

Date: 07/18/2018
