

# Position: Vice President for Enrollment Management (Full-Time)

## APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position, you should submit:

1. [KWU Employment Application](#)
2. Cover letter,
3. Resume/curriculum vitae,
4. Three references,
5. Desired salary (may be entered on application)
6. Please email your application materials to [hr@kwu.edu](mailto:hr@kwu.edu).

The timeline for filling this position is:

- Applications will be taken until the position is filled.
- Interviews will begin when qualified applicants are identified and continue until a hiring decision is made.
- The position starts as soon as possible.

**KWU is an Equal Opportunity Employer and encourages diversity in employment.** We will check references of past employers and personal references. We will acknowledge receipt of your application as soon as we receive it.

**Location:** Admissions and Student Financial Planning Departments

**Overview:** The Vice President for Enrollment Management provides strategic leadership, vision, and execution for all aspects of student recruitment, admissions, financial aid, and enrollment operations at Kansas Wesleyan University. Reporting directly to the President, the Vice President is responsible for the strategic development, implementation, and ongoing assessment of a comprehensive, data-informed enrollment strategy that supports institutional growth, enhances net tuition revenue, strengthens student quality and retention, and ensures sound student financial planning. The incumbent oversees marketing and online presence. This role aligns enrollment initiatives with the university's mission, market position, and strategic priorities while fostering a culture of accountability, innovation, and student-centered service that supports the university's operating and capital budgets and advances overall student and institutional success.

**Supervision:** KWU President & CEO

**Work Schedule:** Executive-level position requires a flexible work schedule of approximately 45-50 hours per week, as well as working some nights and weekends to accommodate university recruitment requirements. Flexible schedule should allow for nights and weekend work pending major events, enrollment management events, and advancement events (as needed).

**Travel Requirements:** Approximately 5% of work time will be spent traveling locally, regionally, and nationally to support recruitment.

### Key Responsibilities:

**Oversee the operation of Admissions, Marketing and Communications (MARCOM), and Student Financial Planning units. (60% of time)**

- Directly supervise the Assistant VP for Admissions, Assistant VP for MARCOM, and Assistant VP for Student Financial Planning, holding them accountable for performance, and assisting and advising them in matters related to personnel management in their department.

- Manage, motivate, and train the Admissions staff in the development and execution of plans for the achievement of the office's goals.
- Mentor and build on the skills and strengths of this position's direct reports.
- Effectively implement the annual action plan and oversee the planning and management of all admissions and recruitment efforts including campus visits, direct mail, publications and web presence, recruitment travel, prospect communications and follow-up, and data systems management.
- Lead enrollment strategies across undergraduate, graduate, and adult/online populations.
- Utilize forecasting models and market intelligence to support enrollment planning.
- Partner with academic leadership to align program offerings with student demand and workforce needs.

**Oversee the strategic planning and marketing initiatives for admissions and student financial planning. (15% of time)**

- Develop annual admissions goals and an annual action plan to reach those goals in support of the university's mission and strategic plan.
- Set annual goals (in conjunction with the president and President's Council) for marketing and university communications.
- Implement predictive admissions models and data-informed analyses to support enrollment growth, net tuition revenue goals, and institutional pricing and scholarship strategies.
- Gather and analyze the relevant data upon which all goals, strategies, and tactics in the strategic enrollment plan are based.
- Ensure effective use of CRM systems and digital marketing platforms to optimize recruitment outcomes.
- Develop an admissions marketing strategy that is in concert with the university's marketing plan, goals, and positioning and will compel a broader interest in Kansas Wesleyan University from potential perspective student target markets.
- Develop quarterly and annual communication and public relations plans for the achievement of the offices' marketing and public relations goals.
- Identify the metrics required to measure and evaluate marketing success and report these metrics to the president and President's Council on a quarterly basis.

**Oversee the preparation of the Admissions Office and Student Financial Planning budgets and then monitor their implementation. (5% of time)**

- Coordinate the development of the upcoming year's admissions budget and the student financial planning budget to maximize student enrollment while maintaining fiscal integrity.
- Monitor the admissions and student financial planning travel budgets to see that expenditures are in line with the approved budgets.
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- Oversee discount rate management and scholarship strategy to optimize net tuition revenue.
- Collaborate with finance leadership on revenue projections and pricing alignment.

**Communicate with campus groups and community partners through outreach efforts. (10% of time)**

- Represent the university publicly as needed in schools, churches, and other community and professional settings to aid in the shaping of the image and awareness of Kansas Wesleyan University.
- Provide regular updates regarding the status of operations in all areas of admissions, including progress toward enrollment and discounting (net revenue) goals.
- Represent enrollment priorities in campus-wide planning and decision-making.
- Collaborate with academic leaders to align programs with regional workforce needs.
- Stay abreast of best practices in enrollment management and advancement nationally, in particular among institutions of similar size and nature.
- Develop and foster strong community relationships.

- Evidence of outstanding interpersonal and community relations skills and the ability to communicate and work effectively within a diverse community.
- Attend as many university academic events and co-curricular activities as possible.

**Other Duties (10%):**

- Serve as the Chief Enrollment Officer of the university.
- Support the university's Enrollment Committee.
- Ensure the accuracy and completeness of all office records.
- Serve as a member of the President's Council.
- Act as the university's chief strategist for enrollment growth and sustainability.
- Serve as the administrative member of the Board of Trustees Committee on Advancement and Admissions.
- Serve on other university committees as appointed by the president.
- Represent the university at professional meetings and other special or public events as requested by the president.
- Maintain effective and efficient relationships with the President, senior staff, Admissions staff, MARCOM staff, Student Financial Planning staff, and the university community as a whole.
- **Perform other appropriate and reasonably required duties as assigned by the president.**

**Performance Goals:**

- Actual performance standards (goals) for each criterion will be set in consultation between the incumbent and president.
  - Annual admissions goals
  - Annual discount rate goals
- Twice monthly one-on-one meetings with the president.
- Faculty review of administrators on a rotation basis.

**Qualifications:**

- **Education:** Bachelor's degree required; advanced degrees preferred.
- **Certifications:** National Association for College Admissions Counseling (NACAC) membership preferred.

**Experience:**

- Three years of managing a 5-8 person staff or larger. Managing in the non-profit and/or educational areas is preferred.
- Minimum of 10 years of progressive leadership experience in enrollment management or related areas.
- Minimum of 7 years at the director level or above.
- Experience in private, tuition-dependent institutions preferred.
- Planned and executed the identification and recruitment of students.
- Managed and executed financial planning strategies to support institutional goals and priorities.
- Preferred: Experience with J1 (Jenzabar).

**Skills:**

- Be a servant leader.
- Commitment to the philosophy of private higher education and support the mission of the university.
- Be a visionary leader, a strong collaborator, and team builder.
- Demonstrated ability to assess risks and benefits of innovative enrollment strategies across broad range of market.
- Ability to foster a cooperative work environment, with strong interpersonal and communication skills, and the ability to work effectively with others.
- Ability to develop and implement strategic planning initiatives.
- Ability to make administrative/procedural decisions and judgments.

- Skill in organizing resources and establishing priorities.
- Knowledge of budgets and general fiscal principles.
- Knowledge of organizational structure, workflow, and operating procedures.
- Ability to articulate plans and policies with clarity and precision.
- Strong analytical skills – the ability to optimize, streamline (especially for students), and improve the student enrollment experience from inquiry through registration to retention.
- Demonstrated professional oral and written communication skills.
- Demonstrated ability to manage effective working relationships with staff, faculty, students, and alumni.
- Experience in data-driven decision-making, goal setting, tracking, and accountability.
- The ability to train and inspire an admissions team to set and meet aggressive enrollment goals.
- Experience in market research and the ability to identify opportunities for new and/or revised programs.
- Ability to understand and leverage admissions, financial aid, marketing, advising, faculty interaction, research, and student affairs to coordinate an integrated recruitment and retention process and culture throughout the university.
- Personality attributes of flexibility and adaptability; great work ethic; leadership with minimal supervision; excellent presentation skills; self-confidence and a positive attitude; consistent, effective listening and questioning; and has a strong desire for success.

**Salary and Benefits:** Competitive salary based on experience, with full-time employee benefits.