



**Job Title:** Vice President for Enrollment Management

**Reports to:** President

**Status:** Full-time employment; exempt

**SUMMARY:**

Provide leadership and overall responsibility for enrollment, marketing, communication, and strategic outreach efforts for the entire institution. Accountable for developing and implementing a comprehensive plan to achieve enrollment stability and strategic enrollment growth for the institution.

**RESPONSIBILITIES:**

1. Develop and implement a comprehensive strategic enrollment management plan that is aligned with the mission, academic vision, and strategic plan of the institution.
2. Assess, develop, implement, and monitor enrollment targets, recruitment objectives, tactics, and strategies to meet enrollment objectives.
3. Oversee marketing and communication strategy which broadens the visibility and effectively positions the institution for market leadership.
4. Supervise and provide daily leadership for staff in the areas of Undergraduate Admissions, Graduate and Seminary Admissions, and Public Relations and Marketing.
5. Serve as a spokesperson for the university, managing media and public relations, brand management, social media, website management, and creative design.
6. Develop strategic partnerships with faculty, alumni, and local business and industry to advance enrollment and marketing efforts and success.
7. Cultivate a culture that ensures the involvement of the entire campus in the achievement of enrollment and marketing goals.
8. Provide guidance and direction related to enrollment management in the areas of Academics, Athletics, Business and Finance, Student Development, and Institutional Advancement.
9. Analyze admissions data to help University leaders make informed decisions about short and long-range enrollment goals and new market opportunities.
10. Formulate, administer, and ensure compliance of policies and procedures.
11. Represent the University at events and functions on campus, community, regional, and national levels as required and appropriate.
12. Oversee budget management for Area.
13. Serve as member of the President's Cabinet.
14. Serve as area liaison with Board of Trustees.
15. Serve on various campus-wide committees and other institutional administrative duties appointed by the President.

**REQUIRED EXPERIENCE / SKILLS:**

- Master's degree preferred
- Minimum of five years' senior level experience in areas including enrollment management, marketing, and communications
- Demonstrated success in increasing student enrollment
- Personal record of leadership and service, demonstrating integrity, accountability, fiscal responsibility, and achievement of goals
- Ability to lead at a senior level of the organization
- Strong written and oral communication skills, interpersonal skills, and an ability to build positive and effective relationships with colleagues, students, and the external community
- Ability to influence culture and behavior within the area and across the institution and its constituents
- Proven strong administrative and supervisory skills
- Demonstrated expertise in higher education marketing
- Must be in agreement with the mission of the University and exhibit a mature Christian faith

To apply, send a resume and letter of interest to [president@milligan.edu](mailto:president@milligan.edu). All materials will be treated as confidential. Finalists will be required to submit official transcripts and are subject to credit and criminal background checks.