



DOANE UNIVERSITY

Vice President of Enrollment Management

The Vice President of Enrollment Management (VPEM) provides strategic direction to recruitment, admissions, enrollment, marketing and financial aid. Reporting directly to the President, the VPEM will partner with an energetic and committed leadership team to expand Doane's outreach and achieve enrollment and budget goals.

Primary/Essential Job Duties:

- Lead, design, and develop a comprehensive recruitment, financial aid, and enrollment plan that meets goals for growth in student headcounts and tuition revenue on campus and online.
- In collaboration with the Enrollment Management team and university constituents, execute and assess the recruitment plan, including various student populations (residential, nonresidential, transfer, graduate, and online) and pathways for successful recruitment of students from groups underrepresented in higher education; lead strategic enrollment meetings to report on and monitor progress
- Develop and implement strategies to leverage Doane University's capacity to scale its high-quality online and virtual offerings to significantly grow online enrollment; evaluate peer institutions in the online environment and understand competitors' strategies
- Contribute to generation and assessment of new opportunities to achieve enrollment goals, including corporate partnerships, community college connections, and continuing education offerings
- Partner with university divisions and third-party vendors to develop brand strategy and ensure investments in marketing, including digital marketing, drive awareness and impact the recruitment funnel
- Develop comprehensive student financial assistance programs that leverage the University's funding to support enrollment priorities while complying with federal and state regulations and institutional policies
- Support strong management of enrollment data that leverages tools, technology, and staff to provide data-driven reports for university leadership to monitor recruitment and enrollment metrics and make data-informed decisions
- Collaborate with university leadership to develop strategies for tuition pricing, fees, and room and board
- Oversee the following units in Enrollment Management: Admissions, Enrollment, Marketing, and Financial Aid; supervise training, professional development, and evaluation of staff

Minimum Qualifications:

- A master's degree in a relevant field and at least 5 years of experience overseeing recruitment of students in a competitive environment
- Experience in the online education market, preferably including marketing and recruitment, program development and launch, and enrollment management
- Experience developing processes and practices aimed to serve and work with diverse and underrepresented populations
- Demonstrated success with modern recruitment strategies, market development, prospect management, and the use of technology in recruitment and marketing
- Strong analytical skills and experience managing forecasts and predictive modeling to meet goals
- Demonstrated success in meeting recruitment goals
- Ability to thrive and succeed in a dynamic environment with robust goals for growth
- Knowledge of university financial aid administration; understanding of pricing, discounting, and financial aid leveraging
- Excellent interpersonal and communication skills
- Demonstrated ability to build teams, work collaboratively with a variety of internal and external partners and constituents, and lead implementation of initiatives

Physical/Environmental Requirements:

✓ Light work. Exerting up to 20 lbs. of force occasionally, and/or up to 10 lbs of force frequently, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work.