

UNIVERSITY OF DALLAS

Job Number: 13901UD

Vice President for Enrollment Management

Date Posted: October 4, 2023

WHO WE ARE

The University of Dallas is a Catholic university that seeks to educate the whole person, encouraging its students to pursue wisdom, truth and virtue as the proper and primary ends of education. We have consistently ranked as one of the top regional universities in the country. All employees are expected to understand and support the [Mission](#).

SUMMARY

Reporting to the President, the Vice President of Enrollment Management leads the University's efforts in enrollment planning, recruitment, and admission of all incoming undergraduate and graduate students. The position collaborates with all campus stakeholders to develop marketing and recruitment strategies and to establish goals and objectives and assessment plans for strategic enrollment management components that support the mission of the University and its annual enrollment goals. The Vice President of Enrollment Management supervises all graduate and undergraduate admissions staff as well as all financial aid staff providing steady, committed, collaborative, prudent, and creative leadership.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Provide visionary leadership and strategic skills for success in the field of enrollment, while fully supporting the mission of the University of Dallas.
- Responsible for the development, implementation, and evaluation of all undergraduate and graduate recruitment and enrollment strategies while working in a collegial environment within the institution and the community. Has ultimate accountability for meeting new student enrollment goals.
- Work closely with the financial aid staff to monitor and continually refine financial aid awards that strike a sustainable balance between enrolling students and maximizing net tuition revenue necessary to achieve enrollment goals.
- Develop overall departmental budgets and monitors and adjusts budgets as necessary.
- Select, hire, train, and supervise enrollment staff in undergraduate and graduate enrollment office messaging, tactics, and practices. Establish annual goals and accountability measures for the Office of Admissions. Develop and foster a strong sense of unity and teamwork among the Office of Admissions & Financial Aid staff with an unvarying commitment to excellence.
- Collaborate with the Vice President for Marketing and Communications for the creation & coordination of all marketing pieces for the office, including all student brochures, emails, branding ads, related marketing media, and the Office of Admissions & Financial Aid websites. Oversee the coordination of communication flows to all prospective students and related constituents.
- Oversee the development, organization, and implementation of all campus visit programs.
- Develop and execute annual recruitment plans to drive enrollment growth ensuring student academic quality and revenue targets

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- Represent the Office of Admissions to various college constituencies. Develop collaborative relationships with all academic and student service units within the university to strengthen a culture of shared participation in, and responsibility for, recruitment, enrollment, and student success.
- Provide a University of Dallas presence in local, regional, and national admission associations.

OTHER FUNCTIONS:

- This job description is not to be construed as an exhaustive statement of duties, responsibilities or requirements. Employees may be required to perform other job-related duties as requested by the supervisor, subject to reasonable accommodation.
- All employees are responsible for compliance with published university policies and procedures, including but not limited to requirements detailed in the most current employee handbook.
- Other duties as assigned to ensure the efficient and effective operation of Office of Admissions and Financial Aid departments.
- Serves as an *ex officio* member of the University Council, the Committee on Student Life, and the Committee on Undergraduate Admission and Financial Aid. Serves as a member of the President's Cabinet.

SUPERVISORY RESPONSIBILITIES:

Directly supervises the Director of Graduate Admissions, the Director of Undergraduate Admissions, and the Director of Financial Aid.

COMPETENCY CATEGORIES:

Analytical skills, Customer Service, Decision Making, Information Management, Interpersonal Skills, Marketing skills, Oral Communication, Problem Solving, Public Speaking, Strategic Planning, Time Management, Written Communication, Personnel Management.

EDUCATION/EXPERIENCE:

Master's degree preferred as well as ten (10) years' experience in an undergraduate enrollment office or equivalent environment. Supervisory experience required along with budget management and data analytics expertise.

KNOWLEDGE, SKILLS AND ABILITIES:

- Requires working knowledge of MS Office products, database systems relative to Client Relationship Management (CRM).
- Ability to develop and successfully execute comprehensive marketing and recruitment plans.
- Knowledge of financial aid and scholarship programs required.
- Requires the ability to manage effectively the admissions staff, interact with data management staff, financial aid counselors, faculty, administrators, and trustees.
- Understanding of net tuition revenue.

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PHYSICAL:

May require lifting and/or carrying of materials and/or equipment weighing up to 15 lbs.

WORK ENVIRONMENT:

The work is generally performed on-site within an office environment, with standard office equipment available. The noise level in the work environment is usually low to moderate. The position requires travel to local schools and businesses, and the ability to work evenings and weekends, as needed for success.

ADDITIONAL INFORMATION:

Standard work hours are from 8 AM – 5 PM, Monday through Friday. Availability and willingness to enthusiastically travel possibly up to 10-12 weeks per year depending on the needs of the University as well as frequently working evenings, partial weekends, and campus visit programs.

BENEFITS:

UD provides competitive pay and benefits, including eligibility to participate in medical, dental, vision, life and disability insurance; employee events; a health and wellness program; a free fitness center; competitive leave programs; tuition waiver, tuition exchange for employees and their families; and matching retirement plan contributions.

If this sounds like the job for you, apply online at: <https://hr.udallas.edu/apply/>

The University of Dallas seeks to recruit, develop, and retain faculty, staff and administration of the highest caliber.

The University is an Equal Opportunity Employer, and encourages applications from female and minority candidates and others who will enhance our community and advance our Mission.