



Position Title: Dean of Enrollment

Reports To: Vice President of Student Affairs

Department: Student Affairs

Classification: Full-time, Salary Exempt, 12-months, Benefits Eligible

POSITION OVERVIEW

Reporting to the Vice President for Student Affairs, the Dean of Enrollment is responsible for providing leadership and management of all departmental activities in attaining recruitment goals and objectives. This position plans, organizes, and manages the operations and activities of the college-wide functions and programs of Recruitment and Admissions for traditional and non-traditional students, provides leadership to the enrollment management activities across the College, evaluates the effectiveness of the College's enrollment management activities and recommends methods for continuous improvement to the Vice President for Student Affairs.

DUTIES AND RESPONSIBILITIES

- Provides primary leadership directly or through intermediate managers in planning, implementing, evaluating, and coordinating registration and student records. Supervises staff by assigning and delegating tasks, providing direction, resolving work problems, communicating job expectations, training employees, and developing professional growth opportunities. Resolves performance issues and administers corrective action as necessary. Ensures staff compliance with related college policies, administrative rules, procedures, state and federal laws and regulations
- Collaborates with Registration, Financial Aid, Student Records and Student Information System Managers for long term planning of registration, and upgrade improvements to the College's student information system
- Recommends and participates in the development of policy as necessary to properly implement effective recruitment and enrollment services. Carries out, explains, interprets, and enforces policy
- Maintains responsibility for administering and managing department budgets to include setting priorities for budgets and monitoring and approving budget expenditures
- Provides leadership to the development of necessary programs and services designed to assure student access, ease of entry and successful transition into college. Designs a tracking and evaluation system to evaluate the progress of students from their recruitment through enrollment
- Maintains knowledge of new developments and innovative enrollment management practices in higher education; recommends changes to maintain relevance of programs and services to meet student needs
- Represents the College at appropriate meetings and planning sessions as they relate to assigned areas of responsibility
- Develops and implements a strategic recruitment and admissions plan targeting first time freshmen, transfer students, and non-traditional student populations

- Coordinates student yield events including Magician's Apprentice, open house programs, local and regional receptions, luncheons, and banquets to cultivate new relationships with high school counselors, principals, and community college counselors
- Directs all admissions activities and functions: including supervising, training, and developing College Recruiters and Admissions Office staff
- Assumes a leadership role on Marketing/Recruitment Committees; responsible for meeting qualitative and quantitative admissions goals for application pools while providing superior customer service
- Compiles and submit status reports on recruitment and admissions
- Works closely with campus directors to meet new student admissions goals, ensuring consistency in the application of college policies, procedures, and admissions standards
- Designs and executes a communications strategy to support key admissions goals, including the production of relevant multi-media products (e.g., website, media, video, etc.)
- Promotes the involvement of students, faculty, staff, and alumni in recruitment
- Utilizes the most relevant market research and marketing techniques to make data driven decisions about recruitment and admissions
- Other duties as assigned

MINIMUM QUALIFICATIONS

- Master's degree in a student services discipline, education or related area is required
- Minimum of five years' experience in college recruitment and admissions in higher education
- Minimum of five years college administration experience primarily in the areas of Enrollment Management, Student Records, Registration, Financial Aid and Veterans programs
- Experience in budget, supervision, student services planning and data management is required

KNOWLEDGE, SKILLS & ABILITIES

- Knowledge of all areas of Enrollment Management including FERPA and records security, student records processing, financial aid processing and veterans' affairs and related federal regulations; student information systems; methods and techniques for conducting statistical and financial analyses; principles and practices of effective management and supervision
- Ability to develop, carry out, explain, interpret, and enforce policy; develop and recommend innovative enrollment management practices; design data tracking systems; communicate effectively in oral and written form; establish and maintain effective working relationships with internal and external personnel at all levels; manage assigned staff and other internal resources effectively
- Knowledge of effective strategies for building relationships with prospective students, families, and the secondary and post-secondary communities
- Knowledge of policies and procedures for international student admissions

WORKING CONDITIONS/PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit, stand, use hands to handle, or feel to talk and to hear. The employee, frequently, is required to walk, reach with hands and arms to stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 20 lbs. Specific vision abilities required by this job include close vision.

Qualified applicants should submit the following information in one (1) pdf document via email to: jobs@loc.edu. Please put the job title in the subject line

- Cover Letter
- Resume
- Unofficial transcript of highest educational level completed
- 3 references including contact information

Incomplete applications will not be considered. The final candidate who is extended an offer must successfully complete reference and background checks.

LeMoyne-Owen College offers an attractive benefits package, including health, vision, and dental benefits. The College pays for Life Insurance, STD/LTD, and paid time off.

LeMoyne-Owen College is an AA/EEO employer and does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities.

No Solicitations or Phone Calls Please