Associate Vice President, Enrollment Management and Marketing

Job Code 00001478

General Description
To provide leadership and strategic analyses in the development, oversight and integration of the university's undergraduate and graduate enrollment management and marketing plan.

Examples of Duties
Provide strategic direction and leadership for enrollment management.
Manage and analyze enrollment-related data.
Provide Web presence useful to prospective students, their parents, employers and the general public.
Lead a team of units that design and support enrollment management goals and programs.
Perform other duties as assigned.

Knowledge, Skills, and Abilities
Knowledge of:
institutional policies, procedures, regulations; understanding of strategic enrollment management theory and practice principles; marketing strategies; understanding of the functions and operations of the areas of responsibility.

Skill in:
prepare clear and concise sentences, letters, memos, and reports; drafting policy statements; working as a team member; interacting with people; motive work output; presentation skills; implementing solutions; problem solving and decision making skills; analytical, written, oral and interpersonal communication skills, enrollment analyses student recruitment budget and planning.

Ability to:
Understand complex written job instructions; intermediate math; communicate effectively; prepare financial reports; collaborate and work effectively with faculty, staff, students and other stakeholders; develop short- and long-term enrollment management plans; team management skills; leadership skills; research skills; prioritize workloads.

Educational Experience
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the knowledge, skills, and abilities.

Other Requirements