

Chatham University

Assistant Vice President for Graduate Enrollment

Reporting to the Vice President for Enrollment Management, the Assistant Vice President (AVP) for Graduate Enrollment will provide leadership and strong strategic direction in managing graduate admission and recruitment. The AVP will work with key University stakeholders to formulate, implement and proactively implement enrollment management strategies that reflect the University's mission, goals and evolving strategic plan. The AVP will serve as a key member of the University's Enrollment Management team, working closely with the Academic Deans and Graduate Program Directors to develop effective recruitment and enrollment plans.

This position will provide strategic direction in developing a marketing and enrollment management plan encompassing all graduate programs to grow enrollment in all graduate areas. The AVP will lead a motivated and engaged graduate team and help facilitate a well-planned and analytically supported graduate marketing plan with strategic enrollment initiatives for a strong and sustainable enrollment future.

Responsibilities:

- Provide strategic leadership in advancing the University's graduate recruitment and enrollment goals
- Develop and lead initiatives to attract graduate students to current and potential future programs and modes of instructional delivery
- Create graduate marketing, recruitment, and yield strategies in collaboration with key University stakeholders to meet specified enrollment goals and program promotion plans
- Devise new and creative approaches to graduate enrollment marketing and management and keep pace with the changing needs of the graduate market
- Work with academic deans and admission counselors in the analysis of data in achieving enrollment objectives in each School and program
- Develop plans and provide leadership in identifying new markets to recruit students
- Collect appropriate data and provide effective analysis to formulate decisions supporting strategies to meet enrollment goals
- Provide leadership, guidance and coaching to graduate and international admissions staff and assist them in assessing market conditions and matters impacting recruitment
- Collaborate with graduate program directors and faculty to set and drive annual enrollment for each program
- Assist in the development and management of an ongoing brand awareness campaign for Chatham graduate programs within the context of the University and in collaboration with key stakeholders
- Collaborate with academic program directors, international admissions and international education agents to support international marketing efforts
- Oversee the development and administration of the graduate marketing and enrollment budget to ensure that the assigned resources meet the strategic goals and objectives of the University
- Oversee the strategic implementation of graduate assistantships, teaching assistantships, professional graduate assistantships and fellowships in order to obtain optimum enrollment levels for each graduate program, paying attention to quality and diversity

Qualifications:

- A master's degree and at least seven to ten years of progressively responsible experience in enrollment management that includes at least four years of experience in effectively managing and developing direct-report employees.
- Experience within traditional and on-line graduate programs is essential. Experience related to international admission and international recruitment is a plus.
- The ability to analyze regional, national, and global market trends as well as current and anticipated demands for new graduate programs.
- A record of demonstrated success in meeting local, national, and international enrollment goals for graduate programs.
- Experience introducing sustainable change within university structures.
- Must have prior experience working with CRM tools and Student Information Systems. Experience with SLATE CRM a plus.
- Experience working to improve operational efficiency and creating sustainable processes, experience developing performance indicators to track recruitment effectiveness is essential.
- Will possess exceptional planning and organizational skills, as well as the ability to analyze data and review opportunities to determine best strategies
- Will demonstrate marketing and enrollment management initiatives associated with highly successful graduate recruitment efforts
- Will have excellent oral and written communication skills and the ability to work effectively with faculty, staff, and administrators

The Search Process:

Review of applications will begin immediately and will continue until an Assistant Vice President for Graduate Admissions is appointed. Applications received by November 1 will receive priority consideration. Salary will be competitive and commensurate with experience. Applicants should submit a cover letter summarizing interest in the position and relevant background for the position, a current resume and a list of five professional references noting relationship to the candidate, email and phone number. Nominations and expressions of interest will be treated with confidence.

Applications should be submitted online:

<https://chatham.applicantpro.com/jobs/>

Learn more about Chatham University:

<https://chatham.edu/>