



HEIDELBERG UNIVERSITY POSITION DESCRIPTION

Class Title: Vice President	Type: Executive
Department: Enrollment Management and Marketing	Payroll Cycle: Monthly
Division:	FLSA: Exempt
Date: September 2019	Location: University Hall

GENERAL PURPOSE:

The Vice President for Enrollment Management and Marketing is responsible for providing executive level leadership in developing and implementing a comprehensive enrollment management and branding and marketing plan focused on recruitment, admission, retention, and graduation consistent with the strategic goals and mission of the University. The Vice President for Enrollment Management and Marketing serves as a highly collaborative and engaging leader who motivates teams to make a difference in the future of the University by ensuring that Heidelberg attracts and matriculates engaged students who wish to benefit and contribute to the life of the University. The Vice President reports directly to the President of the University and serves as a member of the Senior Leadership Team.

SUPERVISION RECEIVED:

Reports directly to the President of the University.

SUPERVISION EXERCISED:

The person in this position directly supervises the Director of Admission, the Director of Financial Aid, the Director of Branding and Marketing, Senior Associate Director of Admission, and the Director of International Student Recruitment, and indirectly supervises the team members of these functional groups.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Provides comprehensive leadership, strategic planning, decision making, and management oversight for the admission, financial aid, and branding and marketing offices, and collaborates closely with all Senior Leadership Team colleagues and their respective teams.

Provides leadership, direction, and develops initiatives for undergraduate, graduate, transfer, and international admissions, and student financial services, to develop, define, and deliver long-term enrollment management growth strategies that are grounded in best practices and focused on market growth.

Oversees all Marketing and Communication Services support for University Advancement and the rest of campus.

Identify, develop, and define healthy institutional financial measures and aid strategies which drive enrollment success and increase total net tuition revenue.

Provides leadership in the development of a comprehensive enrollment management plan aimed at building sustainable student enrollment including the financial aid leveraging strategy and the brand marketing strategy, based on strategic quantitative analyses of student success, program specific market research, and geo-demographic data.

Hires, trains, manages, develops, and evaluates an outstanding professional staff.

Establish and cultivate own recruitment portfolio of targeted student segments, groups, and/or organizations.

Provides a high-level quantitative analysis and review of data and reports on strategies, results, trends, and other key indicators.

Designs and oversees the preparation of internal and external departmental reports and analyses.

Lead the conception, implementation, evaluation, and continual refinement of the institution's branding and marketing efforts.

Works in collaboration with appropriate Board committee chair to support the Enrollment Management and Marketing committee and partners with other Board members as needed.

Is a trusted advisor to the University President and the Board of Trustees and motivates them to ensure their critical leadership role in recruitment and enrollment for the institution.

Participates as an articulate, enthusiastic and visible spokesperson during events and functions both on campus and outside the University.

Engage and serve in selected Ohio and/or regional and/or national enrollment management leadership associations and organizations.

Serves as a key member of the President's strong, progressive and dedicated Senior Leadership Team.

Actively participate and engage as a resident of the Tiffin/Seneca County community or surrounding area.

Builds strategic partnerships to motivate and integrate with faculty, deans, and others on- and off-campus to advance enrollment efforts and success. Works closely with Academic Affairs, Student Affairs, University Advancement, Administration and Business Affairs, Human Resources, faculty and staff to implement a successful long-term sustainable student enrollment plan.

Other responsibilities as assigned by the President.

CORE VALUES AND PERSONAL ATTRIBUTES:

- Core values – models leadership values of integrity, honesty, humility, transparency, respectfulness, diversity, caring, loyalty and accountability in all work.
- Intellectual dynamism – demonstrates mental sharpness, capability and agility.
- Self-knowledge – gains insight from successes and mistakes.
- Personal learning – seeks feedback and counsel to improve managerial behavior.
- Peer relationships – encourages collaboration and cooperation across the organization.
- Teamwork – performs most effectively as a hard-working member of a team.
- Constituency focus – completes work to meet constituencies' expectations and requirements.
- Community focus – brings a spirit of enthusiasm and energy to the campus and town.

DESIRED ATTRIBUTES AND QUALIFICATIONS:

Education and Professional Experience:

- (A) Bachelor's degree; and,
- (B) Five (5) years of senior administrative leadership experience in enrollment management, admissions and marketing.

Preferred Education and Experience:

- (A) Master's degree; and,
- (B) Seven (7) or more years successful senior administrative leadership experience in enrollment management, admissions, financial aid, and marketing.

LEADERSHIP COMPETENCIES AND PROFESSIONAL QUALIFICATIONS:

Leadership Competencies

- *Strategic agility* to create strategies and plans that gain competitive advantages.
- *Developing direct reports and others* to develop internal talent up, down and sideways.

- *Motivating others* to create a climate in which people want to do their best.
- *Dealing with ambiguity* to embrace organizational and individual change.
- *Building effective teams* with high energy to create strong morale, engagement and success on the team.
- *Interpersonal savvy* to enable creative problem-solving, conflict resolution, group management, and decision-making processes.
- *Functional acumen* to advise the Board of Trustees and the President on all aspects of Enrollment Management.
- *Industry acumen* to advise the Board of Trustees and the President on predictive modeling, geo-demography, and financial aid leveraging strategies.
- *Balance* to work successfully both independently and inter-dependently.
- *Change management* skills and experience to analyze departmental operations to identify opportunities and areas that required change; serves as a leader for appropriate change initiatives.
- *Drive for results* to ensure allocation of time and resources on critical tasks that focus on the bottom line.
- *Problem solving* to utilize data-driven management techniques that look beyond the obvious for solutions.
- *Organizational agility* to demonstrate understanding of the working culture, knowledge of employee relations issues and good judgment in matters of Heidelberg University's policy and procedures.
- *Planning and process management* to set clear goals, break down the work, organize the tasks, and establish efficient work flows.
- *Managing and measuring work* to identify clear objectives, key metrics and progress reports.
- *Communication skills* to ensure that complex qualitative and quantitative data reports and other information are understood by constituents, colleagues and decision makers.

Professional Qualifications

- A proven record of success as a highly analytic enrollment leader with strong communication skills – including strong listening skills – and the ability to focus and lead an organization to set and achieve strategic outcomes.
- Extensive knowledge of best practices, national trends, and developments in all aspects of enrollment management and marketing – recruitment, admission, financial aid, retention, student success, and marketing including demonstrated experience and knowledge of producing, implementing, sustaining, and communicating an internal financial aid leveraging strategy.
- Cultural competency and values which support diversity, equity, and inclusion demonstrated by experience in and commitment to working with and supporting diverse populations.
- Demonstrated understanding of, passion for, and ability to articulate the benefits of liberal learning.
- Demonstrated ability in creative problem solving.
- Demonstrated excellent relevant written and verbal communication skills.
- A demonstrated management style that builds confidence in staff, promotes teamwork, enhances creativity and motivation, and builds consensus in a high-energy and high-task environment.
- Skill as an inclusive, organizational leader with the ability to make connections across the entire University in order to engage and inspire a culture of enrollment, retention, and student success.
- A tolerance for ambiguity and a willingness to manage diverse and frequently changing assignments, particularly the ability to do so with a positive attitude and a sense of humor in a high-task environment.

TOOLS AND EQUIPMENT USED: Knowledge of operation and use of various office equipment including, but not limited to: personal computer, including spreadsheet, word processing, and industry leading enrollment management software programs, adding machine, fax machine, copier, telephone, scanner, and printers. Employee in this position must have a valid Ohio driver's license.

PHYSICAL DEMANDS: *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.*

While performing the duties of this job, the employee is frequently required to use arms, hands and fingers to operate and manipulate equipment generally found in an office setting. The employee may be frequently required to be mobile, communicate, and hear. The employee may occasionally be subject to a variety of outdoor environmental conditions including heat, cold, and precipitation.

The employee must frequently lift and/or move up to ten (10) pounds and occasionally lift and/or move more than twenty-five (25) pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. Mental demands include varied degrees of occasional stress while performing job duties.

WORK ENVIRONMENT: *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

While performing the duties of this job, the employee frequently works in an office setting and educational facilities including sports and entertainment venues, all of which may be indoor or outdoor. The noise level in the work environment will range from moderately quiet to occasionally loud.

SELECTION GUIDELINES: The Vice President for Enrollment Management and Marketing will be selected after a formal application procedure, education and experience rating, oral interview, and reference check. Job related tests may be required. All offers of employment are contingent upon a satisfactory criminal background screen, motor vehicle record search, drug and alcohol screen, physical and / or psychological examination at the University's discretion.

APPROVAL and EMPLOYEE ACKNOWLEDGEMENT: The duties listed above are intended only as an illustration of the various types of work that may be performed. The omission of specific statement of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

Approvals:

_____ Date: _____
President

The position description does not constitute an employment agreement between the employer and employee and is subject to change as the needs of the employer and requirements of the job change. Upon any revisions to the position description, the employee will receive an updated copy.

Employee Signature: _____

Date: _____