

Position Description—Assistant Vice President for Enrollment

Institution:

The University of Montana – Missoula

Position Summary

The Assistant Vice President for Enrollment (AVPE) is responsible for the overall leadership and performance of the undergraduate admissions, marketing/recruiting, and financial aid entities. The AVPE works closely with administrators and administrative units in developing and implementing strategic recruitment strategies to effectively target and shape incoming classes to meet the enrollment goals of the institution. In addition to resident and non-resident students, responsibilities extend to the recruitment and matriculation of multicultural and international students as well as The College of Technology. The AVPE is responsible for the execution and leadership of the unit that processes, packages and distributes financial aid to all students at UM.

New Student Orientation and the National Student Exchange program reside within Enrollment Services. The Enrollment Services staff includes 37 employees with the AVPE reporting directly to the Vice-President of Student Affairs.

Required Skills and Experience:

The required skills and experience for this position include, but are not limited to:

- Minimum of master's degree and 5 years of recent experience in higher education student affairs in admissions, recruiting or financial aid.
- Evidence of successful recruitment achievement in meeting enrollment goals in a public senior university environment consistent with the institutional growth plan.
- Demonstrated experience in the development, implementation and evaluation of marketing and recruitment strategies including the use of research and information technology, data analysis, strategic planning and marketing higher education practices.
- Experience in developing and maintaining collaborative relationships across the institution in support of student recruitment and retention.
- Experience in leading the Enrollment Services team to ensure multi-cultural recruitment and retention.
- Working knowledge of financial aid and leveraging strategies to achieve institutional goals.
- Proficient in the use of technology within marketing, admissions, and financial aid and alert to current trends and issues in enrollment management.
- Highly motivated, results orientated individual with excellent written and oral communication skills as well as excellent interpersonal skills.
- Demonstrated effective supervisory experience and budgeting skill.

Duties and Responsibilities

Direct operations and activities to admit new freshmen and transfer students and oversee new student orientation programs.

Develop, execute and assess strategies to meet enrollment goals and shape the profile of entering student classes.

Oversee the operations of the Financial Aid Office including scholarship activity and awarding strategies.

Direct the enrollment management team by establishing direct reporting lines from senior staff members within all entities.

Collaborates with various campus entities including academic departments, the Office of Planning and Budget, Registrars Office and Business Services to foster UM's enrollment objectives.

Assist the campus in meeting international and multi-cultural enrollment goals.

Management of department budgets for both state and designated accounts.

Serve on campus committees and represent the institution at local, state and national meetings and events.

Engage in research and data analysis related to the recruitment, admission and retention of students.

Encourage and coordinate participation by faculty, administrators, student affairs directors and other campus personnel to support recruitment and enrollment efforts.

Collaborate with colleagues on three affiliate campuses of The University of Montana to enhance recruitment efforts on all campuses

Perform other related duties incidental to the responsibilities described herein.

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not intended to be an exhaustive list of all the duties, responsibilities, and skills