Position: Vice President for Enrollment & Marketing

Location: Montreat, NC

Start Date: August 15, 2014

Summary: The Vice President for Enrollment & Marketing is a vital part of the college leadership team. Reporting to the President, the Vice President is responsible for the development and implementation of retention, recruiting and marketing strategies consistent with the strategic plan and mission of the college.

Duties and Responsibilities:

- Primary oversight of all matters pertaining to recruitment, admissions, and financial aid, registration
- Support and implementation of recruitment and retention efforts
- Organize and lead the college’s marketing and communication efforts
- Responsible for the overall message, branding and image of the college; primary responsibility for Montreat College brand management; definition, identity, awareness
- Assure a Christ-centered priority in all enrollment management programs
- Proactively provide input on new program development and offerings as they relate to market shifts
- Coordinate and oversee the work of multiple campuses to achieve marketing and enrollment goals
- Generate enrollment targets to support the overall mission of the college; including 1 and 3 year plans
- Development of regular enrollment and recruitment goals; training of staff and other recruiting constituents
- Cultivate a culture of every employee is responsible for retention and recruiting
- Proactively gather data that allows for regular reporting of recruitment, retention and enrollment
- Participate in the development of an effective marketing and communications strategy for the college
  - Develop and implement and annual Admissions Market Plan
- Study and inform cabinet team of trends in enrollment management that inform decision making

Minimum Requirements:

- A committed Christian with a passion for the role of Christian higher education
- Master’s degree, equivalent or higher
- Strong communication and marketing skills
- Ability to work with a variety of internal and external constituencies
- 5-6 years of Enrollment Management and marketing experience in higher education or related institution
- Strong management, organizational, and interpersonal skills
- Ability to administer programs and effectively manage and develop staff
- Must be able to balance responsibility for a well-organized operation with a sincere concern for effective customer service to employees, students, and the general public
Supervisory Responsibilities:
- Supervises support staff positions
- Responsible for the overall direction, coordination, and evaluation efforts of Enrollment

Reporting:
- Directly reports to the college president and is a member of the administration

Application Requirements/How to Apply:
Submit Cover Letter, Resume, and Statement of Faith to:
Charlie Lance
Interim VP for Enrollment
Montreat College
PO Box 1267
Montreat, North Carolina 28757
clance@montreat.edu

About Montreat College:
Montreat College is a Christian liberal arts college accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to offer masters, bachelors, and associates degrees. The main campus is located in the Blue Ridge Mountains fifteen miles east of Asheville, North Carolina, a region recognized as one of the most attractive living environments in the United States. Satellite campuses in Asheville, Charlotte, and other sites supplement the main campus. The College is committed to Christ-centered teaching and learning, and is a member of the Council for Christian Colleges & Universities.