



Vice President for Enrollment Management

Position Summary. The Vice President of Enrollment Management will work closely with the president and senior leadership team to design and advance strategic initiatives directly related to student enrollment. As the primary enrollment strategist and manager, the successful candidate will oversee admissions and student financial services and will work closely with the retention task force and the marketing and communications team. Key to the college's success will be the creation of strong enrollment and financial aid teams and a culture of collaboration across the campus with administration, faculty, coaches, staff, and alumni who will be critical partners in the recruitment of students to Montreat. The primary initiative will be to create and implement strategies that produce measurable results ultimately supporting and advancing the college's vision and mission.

Successful candidate will affirm and support the Mission, Vision, and Statement of Faith of Montreat College as found here: <https://www.montreat.edu/about/mission/>

Qualifications and Attributes.

1. The ability to clearly articulate the value and philosophy of a Christian liberal arts college.
2. An understanding of the critical issues facing higher education.
3. Direct experience managing complex systems and functional structures with an eye on the big picture.
4. Awareness of the nuances, operational structure and guiding philosophy for recruitment funnel development and the individual pipelines within the funnel.
5. Experience in developing effective enrollment marketing/recruiting plans that attract the right students for the college.
6. Knowledge of best reporting practices and the ability to strategically analyze and assess opportunities or concerns.
7. Dexterity to be an effective manager and hold the team accountable for achieving identified objectives and measurable outcomes.
8. Comprehension of budget management and allocation for best results while being a good steward of college resources.

Duties and Responsibilities.

1. Position the college's value in the minds of prospective students and families in a way that allows them to envision their enrollment at Montreat College.
2. Assist prospective students and families in overcoming enrollment barriers they may encounter.
3. Design effective programming that conveys the college's culture and the opportunities that await prospective students so as to enhance not only their desire to apply but also their understanding of the college, its programs, faculty, and staff.

4. Execute both innovative and responsible marketing and positioning strategies that reflect the nature and culture of the current context as well the college's future identity and profile.
5. Utilize the latest marketing and recruiting strategies to brand the college in a way that will enhance its reputation and position in the higher education landscape.
6. Position the college's geographic location to effectively attract and enroll students.
7. Achieve desired enrollment goals such as academic quality and numeric goals in a consistent manner.
8. Foster a recruitment mindset across all areas of influence.
9. Supervise and provide leadership to the office Student Financial Services, including:
 - a. Manage financial aid to achieve college goals for discount rate.
 - b. Ensure compliance with federal and state laws for the management and distribution of student aid.
 - c. Ensure able management of student accounts; management of accounts receivables, and; collection of receivables.
10. Provide strategic leadership and strong management for all aspects of undergraduate enrollment.
11. Serve as a primary leader of retention efforts across campus.
12. Achieve operational excellence and best-practice standards in each area of influence.
13. Reflect, articulate and promote the mission, vision, and identity of the College, both internally and externally.
14. Work collaboratively with the president and other senior leaders to execute and refine the College's strategic plan.
15. Provide leadership to establish measurable goals and objectives, create tactical plans, and evaluate success in each of the departments supervised.

Reports to: Montreat College president

Education: Bachelor's degree required. Master's preferred.

Application Requirements:

1. Completed [application](#).
2. Cover letter reflecting the candidate's ability to perform the job as detailed in the job description.
3. An updated resume.
4. Personal statement of Christian faith.
5. Three professional references.

- By mail, send to:
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President
Montreat College
Box 1267
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- By email, send to:
Ms. Laura Buckwalter
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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 governing member of the Council for Christian Colleges & Universities.