



VICE PRESIDENT OF ENROLLMENT MANAGEMENT

Summary of Responsibilities:

Responsible for Admissions, Enrollment (degree-seekers, certificate-seekers, and learners), Financial Aid, and Registrar. The Vice President for Enrollment Management will report to the President and serve as the senior enrollment officer. The successful candidate will be a highly motivated, dynamic professional who has the experience and is ready to lead Iliff's recruitment, retention, and completion efforts to a higher level of prominence and success in today's complex higher education environment.

Primary Responsibilities:

- Manage all aspects of the recruitment, application, and admissions process for students and learners;
- Supervise a team consisting of admissions representatives, Director of Financial Aid, and Registrar to achieve enrollment, retention and student/learner success initiatives;
- Deploy new data-informed and results-oriented enrollment initiatives and find ways to improve results from current enrollment strategies;
- Develop and implement innovative outreach methods, events, and activities to market Iliff's academic programs, new learner programs, and community life;
- Maintain broad and in-depth knowledge of best practices, trends, and challenges in student and learner recruitment and retention;
- Build and strengthen working partnerships on- and off-campus to assist with recruitment and retention efforts;
- Assess overall effectiveness in meeting student and learner enrollment and retention goals;
- Develop and implement a strategic enrollment management (SEM) plan that strengthens recruitment of residential, online, and hybrid non-degree learners and degree-seeking students from the city, state, nation, and world;
- Identify and focus on programs of study aligned with the strengths of Iliff and regional assets (e.g., adventure sports, energy, natural resource management, etc.);
- Embrace and enhance the diversity of Iliff's student body;
- Build upon the increasing number of non-traditional students and learners through intentional partnerships in the region, state, nation, and world;
- Leverage financial support to maximize student and learner recruitment and success;
- Employ data-informed decision-making and uses predictive analytics;
- Lead a team of motivated admissions professionals that embraces the 50in5 Initiative and utilize technology and social media to attract students and learners to Iliff;
- Lead and coordinate campus efforts to promote student success from application through graduation;
- Build upon Iliff's success in online and hybrid Journey program offerings to develop a

- responsive admissions model tailored to the working adult;
- Work collaboratively with the President, senior leadership team, and faculty to solidify current program offerings and add additional program offerings;
- Position Iliff School of Theology as a first-choice institution for more students and learners;
- Aggressively pursue prospective students and learners from all diversities including those sought in accordance with the 50in5 Initiative;
- Improve marketing of Iliff to prospective students and learners;
- Provide leadership and oversight for the Office of Admissions and Enrollment related staff including hiring/firing and development and incorporation of work-study students as a part of the Enrollment staff.
- Provides regular reports to and consults with the Board of Trustees, including relevant committee assignments to the Student Affairs Committee.
- Represent and promote the School at institutional and public events and conduct prospective student and learner visits as needed.
- Serves as a member of the President’s cabinet, participating in institutional policy formation, and implementation, and providing overall leadership to the School.
- Serves as a member of appropriate committees and task forces designated by or with the approval of the President during their relevant existence including: accreditation, denominational reporting, and other oversight entities. Other relevant task forces may be included on a per requested basis by the President.
- In consultation with the Chief Advocacy and Communications Officer develops messaging and methods of communication to effectively attract potential students and learners, communicate new programs, and announce news. Works with Chief Advocacy and Communications Officer on all digital, print, and social media strategies.
- Serves as a representative to the greater Denver community, state of Colorado, nation, and world in appropriate contexts as needed by the school.
- Serves as a trusted advisor to the President on a wide array of matters relating to the operation and long term viability of the institution.
- Supervisory responsibility for Admissions Representatives, Financial Aid Director, and Registrar (4 Directs; 4 (FT) to those supervised, 1-2 student workers depending upon season)

REQUIRED QUALIFICATIONS

Skills/Knowledge/Experience

The successful candidate will have significant and progressive experience in higher education enrollment management, including knowledge of recruitment, admission, retention and marketing. An advanced degree is required.

In addition, the Vice President of Enrollment should have the following skills and characteristics:

- Proven track-record of leading a team successful in meeting or exceeding enrollment and/or retention goals;
- Expertise with data analysis and an appreciation for technology and social media;
- Familiarity with Jenzabar is desired;

- Experience with recruiting and retaining traditional and non-traditional students and learners;
- Excellent speaking, writing, and interpersonal communication skills with demonstrated ability to interact effectively with diverse student and/or learner populations.
- Demonstrates emotional intelligence, cultural humility, and an ability to customize approaches to attract a diverse pool of students and learners.
- Demonstrates an understanding and proficiency in navigating a challenging and mercurial higher and theological landscape.
- Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
- Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems. Ability to deal with a variety of abstract and concrete variables.
- Proficient personal computer skills including record keeping, Google-suite, word processing, Excel, graphics, etc.
- Ability to prioritize, organize, and delegate assignments.

Education:

Master's degree (MA) from an accredited graduate school; or four to ten years related experience and/or training; or equivalent combination of education and experience.

Physical Demands:

- Light physical activity performing non-strenuous daily activities of an administrative nature.
- Ability to lift up to 50lbs.
- Ability to travel by car; must have a valid driver's license.

Extended periods of sitting, listening and talking; moderate use of hands.

Work Environment:

Well-lighted, heated and/or air-conditioned indoor office setting with adequate ventilation.

The Iliff School of Theology is an equal opportunity employer and as such prohibits unlawful discrimination against applicants or employees on the basis of age 40 and over, race, sex, color, religion, national origin, mental or physical disability, genetic information, ancestry, sexual orientation, gender expression, creed, pregnancy, marital status, veteran status, or other legally protected statuses. All applicants and employees are treated equally according to their qualifications, abilities, and experience in conducting all personnel actions and procedures including, but not limited to, recruitment, hiring, placement, training, discipline, transfer, promotion, benefits, layoff, leaves of absence, compensation, and all other terms and conditions of employment.

For more information, visit us at www.iliff.edu. Please submit a cover letter and resume to humanresources@iliff.edu. The position will remain open until filled.