



Assistant Vice President - Enrollment Management

Enrollment Management

EM/1

JOB SUMMARY

This position is responsible for directing the college's enrollment management operations.

MAJOR DUTIES

- Establishes and implements a strategic, comprehensive enrollment management program, including admissions, financial aid, and registration and records management.
- Hears student complaints and appeals related to admissions, the Registrar's Office and financial aid.
- Reports to the Vice President for Student Affairs on strategic and system-wide issues and on normal and operational matters.
- Designs, establishes and maintains an organizational structure and staff to effectively accomplish the organization's goals and objectives.
- Works with the new student orientation team to plan and execute new student orientations.
- Serves on a variety of task forces and committees.
- Plans and coordinates staff development opportunities.
- Directs and oversees the development of recruitment strategies and enrollment programs.
- Attends and participates in system-level meetings.
- Directs and oversees the establishment, development and enhancement of divisional operations.
- Represents and promotes division programs, services and initiatives to internal and external constituencies and the general public.
- Establishes and implements short- and long-range organizational goals.
- Participates in the review, development and establishment of college policies and procedures.
- Works with Institutional Research staff to develop reports.
- Performs related duties.

KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of postsecondary enrollment functions and processes.
- Knowledge of national, state and regional student demographics and enrollment trends.
- Knowledge of strategic enrollment management principles.
- Knowledge of budget development and management principles.
- Knowledge of supervisory principles and practices.
- Skill in the delegation of responsibility and authority.
- Skill in the operation of computers and job related software programs.
- Skill in decision making and problem solving.
- Skill in interpersonal relations and in dealing with the public.
- Skill in oral and written communication.

SUPERVISORY CONTROLS

The Vice President for Student Affairs assigns work in terms of division goals and objectives. The supervisor reviews work through conferences, reports, and observation of division activities.

GUIDELINES

Guidelines include the Board of Regents Policy Manual, the Academic and Student Affairs Handbook, federal financial aid regulations, University System of Georgia financial aid regulations, and college policies and procedures. These guidelines require judgment, selection and interpretation in application. This position develops department guidelines.

COMPLEXITY/SCOPE OF WORK

- The work consists of varied management and supervisory duties. Strict regulations contribute to the complexity of the position.
- The purpose of this position is to direct the college's enrollment management operations. Success in this position contributes to the successful achievement of enrollment goals and standards.

CONTACTS

- Contacts are typically with co-workers, other college employees, parents, students, community members, vendors, higher education professionals from other institutions, and members of the general public.
- Contacts are typically to provide services; to give or exchange information; to resolve problems; to motivate or influence persons; or to justify, defend or negotiate matters.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed while sitting at a desk or table.
- The work is typically performed in an office.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

This position has direct supervision over Director of Admissions (1), Director of Financial Aid (1), Registrar (1), Associate Director of IT – Enrollment Management (1) and Senior Administrative Assistant (1).

MINIMUM QUALIFICATIONS

- Knowledge and level of competency commonly associated with the completion of a doctoral degree in a course of study related to the occupational field.
- Experience sufficient to thoroughly understand the diverse objectives and functions of the subunits in the division/department in order to direct and coordinate work within the division/department, usually interpreted to require three to five years of related experience.