NYCC is an equal opportunity employer.

JOB POSTING
OFFICE OF HUMAN RESOURCES
May 9, 2014

POSITION: Vice President of Enrollment Management

DEPARTMENT: Enrollment Management

DIVISION: Enrollment Management

HOURS: Full-Time, Exempt-Level Position, 35 hours per week, Monday through Friday, 8:30-4:30

Note: as a member of our exempt work force there could be occasions when a commitment beyond the normal workweek may be required.

Reporting to the President, the Vice President of Enrollment Management is a senior-level administrative position at New York Chiropractic College. The Vice President of Enrollment Management has administrative responsibility for the offices of Admissions, Financial Aid, Registrar, Student Life, Residence Life, Center for Career Development and Professional Success, and Alumni Affairs. The Vice President of Enrollment Management is responsible for the planning and implementation of institutional marketing and recruiting plans; provides a leadership role in institutional strategic planning; prepares and analyzes statistical information related to the enrollment of students; and develops, in conjunction with the Directors, an enrollment management plan that will position the institution to address retention and recruitment issues.

Specific Responsibilities:

- Provide administrative oversight of the offices in the Division: Admissions, Financial Aid, Registrar, Student Life, Residence Life, Center for Development and Professional Success, and Alumni Affairs.
- Design and implement an institutional enrollment management strategic plan that will enhance the institution’s short-range and long-range enrollment goals, focusing on retention and recruitment.
- Plan and implement institutional marketing, advertising and recruitment strategies based on the strategic plan. Analyze historical data related to enrollment and marketing trends and determine the appropriate strategies to enhance enrollments and explore new market potential.
- Develop appropriate financial aid incentives to attract and retain quality students, attract new markets, and position NYCC favorably among the competition.
- Work in conjunction with the Division of Institutional Advancement to develop advertising and public relations strategies to heighten awareness of NYCC among a wide range of constituencies, and develop marketing and other media material to enhance knowledge of NYCC.
- Coordinate and design articulation programs with four-year colleges and universities, and involve alumni in these efforts.
- With the assistance of the Director of Alumni Relations, enhance alumni relationships that foster support of NYCC.
- Develop, with the assistance of the Director of Student Life, an optimal level of student satisfaction with their experience and engagement at NYCC.

Qualifications:
• A graduate degree is preferred, with at least five years in a progressively responsible position in higher education administration.
• Record of success in managing enrollments in a complex environment preferred.
• Experience in a graduate setting is preferred.
• Strong managerial skills with demonstrated success in a customer-oriented student services operation.
• Ability to lead and direct staff teams.
• Experience with computer systems to support enrollment management activities. NYCC uses the CAM student information system (Three Rivers).
• Experience with market research, strategic planning, direct mail and advertising are expected.
• A current understanding of the strategic role played by Financial Aid and the Registrar is essential.
• Outstanding writing skills, excellent presentation and oral skills, creativity, enthusiasm for the mission of New York Chiropractic College, and the ability to work collaboratively on senior leadership teams are all essential requirements.

PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled.

Click the following to apply and submit your CV/resume:  

Or copy and paste the following link into your browser:  

For nominations or further information:

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