



Executive Director for Enrollment Management

Reporting Authority: Reports to the Vice President for Student Affairs

Overview:

The Executive Director for Enrollment Management (EDEM) is responsible for overseeing and coordinating the Office of Admissions, Office of Financial Aid, and assisting with New Student Orientation. The EDEM is committed to enhancing the student experience from initial contact, extending throughout the student's entire experience at Florida Memorial University. The EDEM will lead the undergraduate and graduate enrollment and retention efforts through recruiting, enrolling and supporting students at Florida Memorial University. The EDEM is responsible for the development and implementation of recruitment and enrollment strategies necessary to achieve both undergraduate and graduate enrollment and net revenue goals. The responsibilities include providing market data and other research targeted toward undergraduate and graduate markets and analyzing the impact of various delivery models of programs, and working collaboratively across campus with key constituencies (i.e. Provost, Deans, financial aid, registrar, and others) to ensure that recruitment, admission and enrollment processes meet University enrollment and net revenue goals.

Primary Responsibilities:

- Assist in setting and achieving annual enrollment and net tuition revenue goals.
- Collaborate with the Provost, Deans and Department Chairs to facilitate effective recruitment and retention strategies that support the implementation of the University's strategic enrollment plan, with emphasis on the development of an integrated university-wide recruitment program.
- Develop and Chair a university-wide enrollment management committee with a focus on recruitment, retention and the delivery of efficient enrollment management support services.
- Assure effective use of technology and analysis of data in achieving enrollment objectives.
- Develop short-and long-term enrollment management plans, establish objectives and develop strategies in support of those plans, facilitate implementation of enrollment management strategies, and monitor progress toward enrollment management goals.
- Supervise and evaluate Admissions staff as it relates to inquiry generation and management, application management, recruitment events and application conversion rates.

- Oversee the management of the Admissions and Financial Aid budgets. Develop budget practices and procedures that allow the division to meet its administrative obligations and maintain a balanced budget.
- Engage in an analytical, empirical, data-driven approach to problem solving and decision-making and facilitate a culture of evidence in enrollment management and student success; work closely with Director of Institutional Effectiveness to analyze data related to lead generation, recruitment, enrollment, financial aid and net revenue.
- Develop an integrated communications strategy that supports the University's strategic planning and includes marketing efforts designed to attract prospective students and retain current students.
- Ensure effective communications, dissemination of information, and proactive program development within the Offices of Admissions and Financial Aid.
- Assist with the development of financial aid and scholarship strategies to attract and retain students in line with strategic enrollment priorities.
- Work with the Vice President for Advancement to facilitate market analysis, planning and implementation of target market initiatives that support long-term enrollment growth via electronic recruiting methods (i.e. social media venues and web-based outreach).
- Effectively use Customer Relation Management (CRM) tools (i.e. Hobson's), data transfer tools and other appropriate systems to support student recruitment and enrollment.
- Provide direction for orientation program and effective methods for enrollment data management
- Performs other related duties as assigned by the Vice President for Student Affairs

Qualifications:

- Thorough knowledge of federal Title IV regulation and the State of Florida program regulations and guidelines.
- A record showing commitment to customer service and the application of appropriate flexibility in response to issues and opposing points of view.
- Strong experience implementing social media and web-based advertising and outreach for recruitment, enrollment and retention purposes.
- Knowledge of financial aid and pricing strategies that generate and support enrollment and retention of graduate students.
- Computer skills using a Windows based operating system, specifically MS Word, Excel, Outlook and Internet
- Experience and knowledge of enrollment management systems and Customer Relation Management (CRM) tools (i.e., Hobson's, SCT Banner)
- Proven experience recruiting geographically, socioeconomically and ethnically diverse classes
- Excellent interpersonal, verbal and written communication skills including the ability to effectively communicate with a wide range of constituents including students, parents, faculty, staff, and senior management
- Ability to set priorities and organize tasks, documents and materials efficiently
- Ability to think and act creatively, strategically and collaboratively
- Ability to articulate the unique mission of Florida Memorial University to various audiences

Education/experience:

- Master's Degree required
- At least 5 years of progressively responsible experience in college admissions and recruitment.
- Proven experience in the management of lead generation, graduate recruitment activities, admission and other related graduate enrollment activities
- Strong experience implementing social media and web-based advertising and outreach for recruitment, enrollment and retention purposes

To Apply:

Email cover letter of interest, curriculum vitae and list of three references that includes names and contact information to: jobs@fmuniv.edu. Must reference **Executive Director for Enrollment Management** in the subject line of your email.

Supplemental Information:

The employment process will consist of the completion of an application, background check, reference checks, and interview.

Review of application materials will begin immediately and will continue until the position is filled.

Florida Memorial University is an Equal Employment Opportunity Employer.