



# Bluefield State College

Job Vacancy Announcement

## Chief Enrollment Officer (Search extended)

**JVA #:** 2019-04

**DEPARTMENT:** Office of the Vice President for Student Affairs and Enrollment Management

**POSITION CLASSIFICATION AND COMPENSATION:** This position is Nonclassified, Full-time, carries an Exempt status under the Fair Labor Standards Act, and serves at the will and pleasure of the President. Compensation will be commensurate with qualifications and experience specific to this position.

**POSITION SUMMARY:** Reporting to the Vice President for Student Affairs and Enrollment Management, the **Chief Enrollment Officer** has primary responsibility for developing and implementing a comprehensive strategic enrollment management plan focused on student recruitment, admissions, and retention, consistent with the institution's strategic goals and direction. The Chief Enrollment Officer has direct managerial responsibility and oversight for the offices of Admissions and Financial Aid.

### **CORE RESPONSIBILITIES:**

- Establish and implement short- and long-range organizational goals, objectives, strategic plans, policies, and operating procedures for assigned areas and responsibilities; monitor and evaluate programmatic and operational effectiveness, and effect changes required for improvement. Provide leadership in shaping strategic enrollment goals, including goals for diversity, net revenue, academic profile, and approaches to student financial assistance, and create and execute an enrollment plan to achieve those goals.
- Provide counsel on enrollment programs to the Vice President for Student Affairs and Enrollment Management, and serve as an active member of the division's administrative team, working collaboratively to set direction and establish priorities for the institution's future.
- Create specific total enrollment and net revenue goals in addition to profile and demographic targets to assist in the establishment of goals committed to provide a college education that is affordably priced and supported with carefully managed student assistance program, as well as the creation and successful execution of a recruitment, admission, and assistance plan.
- Create and execute complete strategic enrollment, recruitment and retention plans including tactical review, evaluation and selection, staff and supervisory structure, support by and use of technology, communications flows and message development and pricing and financial aid policy.
- Maintain fiscal responsibility and leadership for the strategic management of the financial assistance programs while advancing the institution's need for revenue growth and maintaining a commitment to helping students and families find ways to manage their investment in a Bluefield State College education.
- Engage faculty and staff, senior leadership, athletic staff, alumni, and students in the recruitment process via appropriate and productive methods.

- Provide data informed decisions for allocating staff and financial resources to achieve enrollment goals.
- Collaborate with various institutional departments to strengthen the marketing activities of the enrollment function (print, electronic, and social media) and to ensure consistency of brand, timeliness of campaigns, and the creation and dissemination of clear and compelling message. Collaborate as appropriate relative to institutional research in the evaluation, analysis and reporting of data related to enrollment management programs and initiatives for the purpose of developing recruitment and retention strategies.
- Provide direction and supervision of the units reporting to the office of the Chief Enrollment Officer. Lead and actively manage staff in the execution of goals by creating a supportive and collaborative environment for success. Oversee recruitment, training, supervision, professional development and performance evaluation of assigned staff.
- Ensure compliance with federal, state, and local laws and regulations and state and college policies and procedures.
- Oversee budget(s) as assigned, ensuring that expenditures are within budget allocations.
- Promote a positive image of the College through active involvement in local community activities, which may include presentations to campus and community groups.
- Perform other duties as assigned. Includes but is not limited to representing the College at internal and external functions, marketing various programs and services, and serving on committees.

**MINIMUM REQUIRED QUALIFICATIONS:** Master’s degree from an accredited institution. At least five years of experience in each of the following: Higher education senior administrative or leadership experience in the area of admissions or financial aid; Strong record of success as a supervisor, including but not limited to setting individual goals, professional development and performance evaluation; and experience developing and managing budgets. In addition, the following is required:

- Knowledge of higher education recruitment, marketing, admissions, financial assistance, advisement and retention policies, principles and practices.
- Knowledge and ability to lead organizational structure, workflow and operating protocols.
- Knowledge and skill in using qualitative and quantitative data to drive effective program development, marketing, recruitment, admission and student retention.
- Possession of high professional standards and a personal code of ethics characterized by mutual respect, honesty, integrity, openness and fairness.
- Strong leadership and administrative skills managing operational aspects of the enrollment management program including, but not limited to: strategic planning, personnel, budget and fiscal management, web-based technology enhancement, and continuous improvement assessment of all operations in assigned areas.
- Strong analytical critical thinking, project management, problem recognition and resolution skills adept at setting and attaining key strategic goals.
- Effective interpersonal written and verbal communication skills, with proven ability to foster collaborative efforts and partnership building with internal and external constituencies within a diverse community.
- Strong analytical and problem solving skills, including the ability to identify, consult and resolve issues that impact institutional needs and priorities and experience in using data to make sound decisions and foster improvement.

- Skill as a visionary and innovative leader, seeking innovation as well as the ability to review and evaluate the results of that innovation.
- Ability to work effectively under pressure.
- An appreciation for and sensitivity to the uniqueness of Appalachian people.
- An understanding of the importance and roles of historically black institutions.
- Capacity to attract, admit and maintain a diverse student population.
- Demonstrated attention to detail and accuracy.
- Ability to work evenings and weekends as appropriate.
- Valid driver's license.

**PREFERRED QUALIFICATIONS:** Enrollment management experience demonstrating success in admissions and financial aid. Record of commitment to diversity. Experience working with first-generation college populations.

**THE COLLEGE:** The mission of Bluefield State College is to provide students an affordable, accessible opportunity for public higher education. A historically black institution, Bluefield State College prepares students for diverse professions, graduate study, informed citizenship, community involvement, and public service in an ever-changing global society. More information about the College is available at [www.bluefieldstate.edu](http://www.bluefieldstate.edu).

**APPLICATION PROCEDURE:** Completed applications are to be submitted in electronic format only to [humanresources@bluefieldstate.edu](mailto:humanresources@bluefieldstate.edu) and must include:

1. Letter of interest specific to the position;
2. A completed BSC Employment Application (form available at <https://www.bluefieldstate.edu/resources/human-resources/jobs>)
3. Resume/CV;
4. Contact information for at least three professional references; and
5. Transcripts (unofficial transcripts are acceptable for the application process; official transcripts will be required of the selected candidate).

**DATE POSTED:** June 28, 2019

**CLOSING DATE:** For full consideration, applications must be received by 4:00 pm EST, Monday, **September 30, 2019**. Applications will be accepted until position is filled; however, applications received after the deadline may not receive full consideration.

*Bluefield State College is an HBCU, AA/EOE/ADA employer, committed to the principle that minorities, women, veterans, and individuals with disabilities are encouraged to apply. The college complies with all applicable federal and state laws designed to promote equal educational and employment opportunities. Bluefield State College does not provide H1B visa or employment sponsorship.*