



Vice President for Enrollment Management

Clinton College – Rock Hill, South Carolina

Position Summary:

The Vice President for Enrollment Management serves as the chief enrollment officer and provides strategic leadership for all aspects of student recruitment, admissions, financial aid, and enrollment operations. Reporting directly to the President and serving as a member of the President's Cabinet, the Vice President is responsible for developing and executing a comprehensive enrollment management strategy aligned with the College's mission, goals, and long-term sustainability. The Vice President will lead efforts to increase enrollment, improve student retention, and strengthen the student experience from inquiry to matriculation.

Essential Duties and Responsibilities:

- **Strategic Enrollment Planning**
 - Develop and execute a data-informed, multi-year strategic enrollment plan focused on growth, retention, and student success.
 - Analyze enrollment trends, market research, and demographic data to inform recruitment strategies.
 - Collaborate with the Cabinet, Academic Affairs, Student Affairs, and Institutional Advancement to ensure alignment with institutional priorities.
- **Admissions and Recruitment Oversight**
 - Lead and supervise the Office of Admissions and Recruitment.
 - Oversee development and implementation of annual recruitment plans, including territory management, digital marketing strategies, and campus visit programs.
 - Build and maintain relationships with high schools, community colleges, churches, and community-based organizations.
- **Financial Aid and Affordability Strategy**

- Oversee the Office of Financial Aid, ensuring compliance with federal and state regulations.
- Use institutional aid strategically to meet enrollment goals and support student affordability.
- Monitor and evaluate financial aid leveraging, packaging, and student communication strategies.
- **Retention and Persistence Collaboration**
 - Work closely with Academic Affairs and Student Affairs to enhance first-year experience, academic advising, and student success initiatives.
 - Use predictive analytics and student data to identify at-risk students and support interventions that improve persistence and graduation rates.
- **Operations and Compliance**
 - Ensure timely processing of admissions applications, financial aid awards, and enrollment records.
 - Maintain compliance with federal, state, and accrediting agencies, including reporting and audit preparation.
 - Manage recruitment, admissions, and aid systems (e.g., CRM, SIS) to streamline operations and improve student experience.
- **Marketing and Communications (Collaborative Role)**
 - Collaborate with the Office of the President and the Office of Communications and Marketing (under the Chief of Staff) to align messaging, digital marketing, and outreach materials with institutional brand and enrollment goals.
 - Provide strategic input on recruitment collateral, digital campaigns, and public-facing enrollment messaging.
- **Institutional Leadership and Reporting**
 - Serve as a key member of the President's Cabinet and provide regular updates to the Board of Trustees.
 - Contribute to the College's strategic planning, accreditation, and institutional effectiveness initiatives.
 - Lead cross-functional enrollment committees and working groups.

Qualifications:

- Master's degree in Higher Education Administration, Enrollment Management, or a related field (Doctorate preferred).
- Minimum of 5-7 years of progressively responsible experience in enrollment management, including leadership roles in admissions and/or financial aid.
- Proven record of success in meeting enrollment and retention goals.
- Strong understanding of financial aid practices, compliance, CRM systems, and strategic marketing in higher education.
- Excellent communication, collaboration, and leadership skills.
- Commitment to the mission of Historically Black Colleges and Universities (HBCUs) and Christian higher education.

Preferred Experience:

- Experience at a private or faith-based college or university
- Familiarity with Ellucian, Jenzabar, or similar SIS/CRM systems
- Experience leading first-year success, dual enrollment, online, and adult learner programs
- Bilingual or multicultural recruitment experience is a plus

Additional Information:

Employment at Clinton College is contingent upon a background check that is satisfactory to the College. Failure to provide a written authorization for a background check will nullify the offer of employment.

Application Instructions:

Applications should include a resume and cover letter must be sent, preferably in PDF format, to humanresources@clintoncollege.edu. The email's subject line should read "Vice President of Enrollment Management". The process will continue until the position is filled.