



SPRING HILL COLLEGE

Position: Vice President for Admissions and Marketing

Summary Description: The Vice President for Admissions and Marketing will have oversight responsibility for Admissions, Marketing, the Spirit Store, and campus communications, and will assist the President in providing the administrative leadership for the College in collaboration with the Cabinet. The Vice President for Admissions and Marketing reports directly to the President and serves as a member of the President's Cabinet. Viable candidates should be prepared to support and strengthen the Jesuit, Catholic mission of the College. This is a 12-month administrative position.

Essential Functions:

Leadership and Visioning

- Provide leadership and direction in the development and implementation of effective recruitment and marketing strategies for all undergraduate and graduate students to assure attainment of the College's enrollment goals within the parameters of the College's mission.
- Provide leadership and direction in the development of an integrated communication and marketing plan for all areas of Spring Hill College.
- Embrace and support Spring Hill College's Jesuit tradition and mission.
- Possess creative problem-solving skills and the ability to manage multiple projects at once.
- In collaboration with other members of the President's Leadership Team:
 - Devise strategies and a vision for Spring Hill College's growth in traditional and online programs.
 - Develop sustainable enrollment plans.
 - Provide appropriate internal and external communication for major issues or events.
- Serve on the Emergency Management Team as the Public Information Officer.
- Serve as the Cabinet liaison for Board of Trustees committees as directed by the President.
- Represent the President and/or College at internal and external meetings, special events, and functions.

Administrative

- Provide leadership and supervision for Admissions, Marketing/Communication offices, the Spirit Store, and staff.
- Responsible for managing all budgets in these areas.

- Develop, implement, assess and revise an enrollment plan based on predictive modeling to recruit undergraduate and graduate students.
- Work with the Provost to ensure faculty involvement in recruitment and that Admissions staff maintain current understanding of the College's academic programs.
- Ensure the College website is current, functional and appealing to prospective students and families.
- Ensure proper adherence to College handbook standards, policies and procedures, including the function of the Academic Standards Committee of the Faculty Assembly in admissions processes.
- Develop long-range enrollment projections and goals based on data analysis and market research, including identifying target markets.
- Oversee recruitment events.
- Responsible for the training and supervision of direct reports.
- Oversee staff professional development.

Qualifications:

- Doctorate degree preferred, Master's degree required, from a regionally accredited college or university.
- A minimum of five to seven years experience in admissions/enrollment and marketing.
- A minimum of five years of supervisory experience is preferred.
- Sensitivity and commitment to provide quality service compatible with the College's mission as a Catholic, Jesuit institution.
- Commitment to diversity, equity, inclusion, and belonging in an educational context.
- Broad understanding of trends in higher education, especially with regard to enrollment, and eagerness to stay current and pursue professional development opportunities.
- Knowledge of and respect for the liberal arts tradition.
- Demonstrated ability to work collaboratively with a variety of partners and to arrive at decisions in a timely manner.
- Ability to learn new technologies and find efficiencies in the governance of the College.
- Excellent communication skills and ability to communicate with internal and external stakeholders.
- Record of visionary leadership, ability to implement change, and management skills.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Diplomatic, congenial manner and people skills; ability to establish and maintain successful working relationships with other administrators, fellow staff members, faculty, Trustees, and various publics.
- Ability to work nights and weekends and travel, as necessary.

To apply, please submit a letter of application and c.v. to Provost Rebecca Cantor, chair of the search committee, via Logan Barrett (lbarrett@shc.edu) by June 1 for full consideration.

THE COLLEGE RESERVES THE RIGHT TO CHANGE, ADD, OR REASSIGN JOB DUTIES OR COMBINE POSITIONS, OR PORTIONS THEREOF, AT ANY TIME. THIS JOB DESCRIPTION IS NOT AN EMPLOYMENT AGREEMENT OR CONTRACT. AN EQUAL OPPORTUNITY EMPLOYER.