



RHODE ISLAND COLLEGE JOB DESCRIPTION

Position classification: NUNC
Date created or revised: 9/12/2022
Exempt/Non-Exempt Status: Exempt
Responsible individual: Yes
Campus Security Authority: Yes

Title: Dean of Enrollment Management
Status: Full-time
Grade: 18
Union Affiliation: NUNC (Non-union/Non-classified)
Reports to: Vice President for Student Success

PRIMARY PURPOSE:

Rhode Island College is seeking a dynamic, results-driven enrollment professional with a strong track-record to serve as a Dean of Enrollment Management. Reporting to the Vice President of Student Success, the Dean of Enrollment Management will provide leadership in enrollment management and all related functional areas of the College including Admissions, Enrollment Services, Financial Aid, and Records. The Dean of Enrollment Management will lead the creation, articulation, and implementation of a new era of enrollment management that produces comprehensive strategies, coordination, and analytical rigor in every phase of the enrollment process.

The Dean of Enrollment Management will lead the integrated delivery of enrollment services including outreach, admissions, financial aid, registration, course scheduling, and student records. The Dean serves as a key Student Success Division leader charged with delivering service excellence and actively contributing to institution-wide enrollment, retention, persistence and completion efforts. The Dean oversees Admissions, Financial Aid and Records staff, and the Salesforce Administrator and ensures compliance with FERPA regulations, related college policy and procedures, and state and federal laws. This leader will be expected to incorporate higher education best practices in collaboration with academic leadership into the vision, strategy and practices of the department.

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

Essential Job Functions:

- Provide institutional enrollment management leadership throughout the student life cycle, including student recruitment, retention, and completion.
- Develop and implement a comprehensive enrollment management plan.
- Implement enrollment strategies and annual plans to meet institutional priorities as defined by the mission of the College, Strategic Plan, and institutional goals.
- Supervise, motivate, and coach a team of enrollment professionals to achieve enrollment targets.
- Work collaboratively with the Division of Student Success, Academic Affairs and Institutional Research and Planning and other constituents to develop market demand analyses and enrollment forecasts for each academic program; works closely with Academic Affairs to ensure effective scheduling and communication of program information.
- Work in conjunction with the Office of College Communications and Marketing, produce a comprehensive and effective marketing plan for student recruitment and enrollment in alignment with the college's new branding campaign.
- Manage a comprehensive, multichannel student recruitment communications plan and collaboratively work with other departments, including New Student Programs, Residential Life

and Housing, Dining, Public Safety, Advising, Career Development, and Student Support Services to develop and maintain a communication plan.

- Serve as a key leader in ensuring the enrollment management functional areas have processes, policies, technology, and resources necessary to achieve enrollment student success goals.
- Maintains knowledge of best practices, new developments, and innovative enrollment strategies in higher education.
- Supervise the Salesforce Administrator to ensure the management and facilitation of Salesforce activities, including but not limited to the evaluation of application needs in line with the College's strategic planning process, developing and executing target scenarios for various markets, building and updating letter and email templates, reviewing written content for errors or needed corrections, and managing and implementing various recruitment and yield-related communication related to events, communication flows, and admissions decision release.
- Provide consistent and accurate enrollment reports to the Vice President for Student Success.
- Ensures compliance with all state regulations, federal laws, and Rhode Island College policies.
- Serve as a member of the Extended President's Executive Committee.

Occasional Job Functions:

- Perform other duties and responsibilities as assigned by the Vice President for Student Success.
- Work evening and weekend hours as required.

REQUIRED QUALIFICATION STANDARDS:

Education:

Master's degree is required.

Experience:

- Five or more years of progressively responsible leadership in admissions and enrollment.
- A record of accomplishment leading teams to meet and exceed enrollment and retention goals.
- Experience in budgetary and personnel responsibilities, strategic planning, data management, and program development.

Skills, Knowledge, and Abilities:

- Provide institutional enrollment management leadership throughout the student life cycle, including student recruitment, retention, and completion.
- In-depth knowledge of admissions, financial aid, records security, student records processing, related federal regulations, including familiarity with FERPA and Title IV.
- Strong familiarity with student information systems and customer relationship management solutions.
- Experience working with a diverse student population.
- Demonstrated outstanding written and verbal communications.
- Demonstrated ability to develop and use data-analytics and predictive modeling to enhance enrollment management initiatives.
- Must have exceptional knowledge of the use of social media for enrollment purposes.
- Goal oriented and intrinsically motivated with superior customer service and networking skills.
- Effective leadership, collaborative team building, and decisions-making skills are essential.

- Creative and analytical thinker with strong problem-solving skills.

PREFERRED:

Bilingual in English / Spanish (fluent in speaking and writing).

ENVIRONMENTAL CONDITIONS:

The employee is not exposed to known adverse environmental conditions.

The college requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.

As an Affirmative Action/Equal Opportunity institution that values and is committed to inclusion and expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.