Vice President for Strategic Enrollment Management and Marketing

Franklin College, in partnership with the national search firm Scott Healy & Associates, invites applications and nominations for the position of Vice President for Strategic Enrollment Management and Marketing. Reporting to the President of the College and serving as an integral member of the President’s Cabinet the Vice President administers the operational, financial, and personnel functions to accomplish the College’s enrollment goals and objectives, provides leadership in recruitment of students while using data to make evidence-based decisions, and develops and directs fiscal and resource strategies, plans and policies. The Vice President will provide expertise and knowledge of best practices and leadership in facilitating the creation and implementation of the annual recruitment plan focused on enrolling a diverse population of students. Additionally, the Vice President will lead the development and execution of a multifaceted marketing and communication plan to generate an increase in enrollment. The VP position is focused on expertise, success, and experience in enrollment management.

Franklin College and the Franklin Community:

Franklin College:

Since its founding in 1834, Franklin College has provided students with a quality education in the liberal arts, preparing them for meaningful careers. The Franklin College experience is founded in close, personal relationships between its outstanding teaching faculty and the approximately 1,000 students it traditionally serves. Franklin has strong academic programs in the sciences, elementary education, business, multimedia journalism, mathematics/computing and pre-professional preparation for law, medicine, dentistry, pharmacy, physical therapy, optometry and veterinary medicine. Franklin recently implemented a reimagined curriculum centered around high-impact learning experiences through which students develop a holistic skill set, grow in their professional development and workplace preparation and pursue their academic interest with undergraduate research opportunities. The curriculum builds a support system with faculty and staff, and complements classroom learning with immersive experiences.

Franklin College is guided by its mission: A Franklin College education fosters independent thinking, innovation, leadership and action for ever-changing professions and a globally connected world. Franklin College realizes its mission by upholding a
common set of values that enhances the community and sustains personal, spiritual, intellectual and professional growth for a lifetime. Please visit this link to view a video on Franklin College: https://franklincollege.edu/admissions/visit-franklin/.

The Franklin and Indianapolis Community:

There are many reasons to visit us in central Indiana and many more to attend college here! Franklin, Indiana is a small town that is the county seat and home to 24,000 residents. Surrounded by farmland but 20 minutes from downtown Indianapolis, Franklin combines a historic small town feel with the conveniences of suburban living.

The college is a short walk from Franklin’s picturesque town square with cafés, boutiques, bakery, a bike store, a candy shop, antique stores, and an artisanal candle maker. See old movies at the Artcraft Theater, a restored art deco movie house on the Indiana State Register of Historic Places. Choose fresh fruits and vegetables at the Saturday farmer’s market. Attend a fish fry or get strawberry shortcakes on the courthouse steps. Churches, sports teams, lectures, festivals, art fairs, concerts, films, outdoor activities – well, you get the picture. Relish Franklin traditions like the fall festival, bluegrass festival, and holiday lighting ceremony.

Indianapolis is a short ride from Franklin and offers tons of exciting opportunities. There is something for everyone: The Indianapolis Motor Speedway, Lucas Oil Stadium, White River State Park with 250 acres of greenspace, the scenic Central Canal, the Indianapolis Zoo, the Eiteljorg Museum of American Indians & Western Art, Monument Circle, and the largest children’s museum in the world. In addition, Indianapolis has a thriving music and theater scene and an eclectic and excellent collection of restaurants to choose from.

The Position: The Vice President’s position will require both broad oversight as well as a hands-on management experience and style, including a working knowledge of current best-practices in strategic enrollment management and marketing. The Vice President will develop and implement recruitment and marketing strategies to enable the institution to reach its student enrollment goals. Responsibilities include managing traditional admissions and financial aid processes, including recruitment, yield management, communication strategy, alumni admissions programming and engagement of faculty, staff, students, and alumni in student recruitment. The Vice President is charged with developing and employing market strategies which reflect the College’s value proposition and which effectively leverage social media and emerging technologies toward the goal of enhancing student recruitment. Knowledge of and expertise with student information systems and engagement technologies will be expected of the Vice President.

Qualifications: The successful candidate must be committed to the unique mission of the private, liberal arts and sciences experience and capable of approaching with confidence and enthusiasm both the opportunities and challenges of today’s higher education landscape. In addition, the successful candidate will have seven or more years of experience in higher education enrollment management and be well-versed in the trends and best practices of the industry. To be considered for the position of Vice President, the ideal candidate should have the following:
8 years of a proven record of meeting ambitious enrollment, financial leveraging, and budget goals, preferably at private, tuition-dependent institutions;

Experience with analyzing potential curricular programs aligned with prospective student demand;

Appreciation for and full understanding of demographic dynamics related to student recruitment;

Commitment to recruitment of diverse and underrepresented populations;

Full understanding of the relationship between recruitment, enrollment, retention, and graduation strategies and objectives;

Excellent interpersonal skills and a collaborative leadership style with all members of the College community;

Bachelor’s Degree required; Master’s Degree preferred.

**Application and Nomination Process:**

Applicants must apply electronically by submitting a **Cover Letter** outlining their experiences and success in all areas indicated in The Position, a complete and up-to-date **Resume**, and the names of five professional **References** with title, institutional affiliation, email address, and direct telephone number. Click link to apply for position [here](#).

The search process is confidential and no references will be contacted without written permission from the candidate. Applications submitted by **July 22, 2020**, will be given priority consideration. The search will remain open until the position is filled.

All inquiries should be addressed to:

Ms. Dana S. Cummings, Chair of the Search Committee
Vice President for Development and Alumni Engagement
Franklin College
dcummings@franklincollege.edu

*Franklin College is committed to providing an inclusive and welcoming environment and to ensuring that educational and employment decisions are based on individuals’ abilities and qualifications. Consistent with these principles and applicable laws, it is therefore the college’s policy not to discriminate on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, national origin, marital status, race, religion, sex, sexual orientation or veteran status as consistent with the Policy on Prohibited Discrimination, Harassment and Related Misconduct. No person, on the basis of protected status, shall be excluded from participation in, be denied the benefits of, or be subjected to unlawful discrimination, harassment, or retaliation under any college program or activity, including with respect to employment terms and conditions. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.*