



VACANCY ANNOUNCEMENT

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**Dean of Admissions**

*Admissions*

Full-Time, Administrative and Professional Faculty, Exempt Position #FA167

Longwood University is seeking a dynamic, innovative, results oriented Dean of Admissions. The Dean is responsible for overseeing day-to-day operations of the Admissions Office as well as providing leadership and management to the Admissions staff and developing and implementing a strategic, data driven enrollment plan. The enrollment plan includes marketing and advertising plans which encompass traditional and electronic media. The Dean coordinates with the Vice President of Academic Affairs (VPAA) to establish student enrollment targets each year and is responsible for meeting or exceeding those targets on an annual basis.

**RESPONSIBILITIES:**

- Meet yearly new student enrollment targets including those needed for all phases of the enrollment funnel
- Develop and implement a comprehensive recruitment plan including marketing, advertising, lead generation, conversion and yield
- Collaborate closely with on campus constituencies including marketing and communication, faculty, financial aid, registration and other offices to ensure attainment of recruitment goals
- Participate directly in recruitment activities, including travel, public presentations, reviewing applications, responding to correspondence, etc.
- Manage all published information regarding admissions requirements and policies
- Hire, supervise, and create performance metrics for and mentor admissions staff
- Cultivate and maintain relationships and act as an inspiring and articulate spokesperson for the University, with external agencies, organizations, and schools
- Generate, prepare and provide a variety of reports and data concerning admissions, recruitment and general office management
- Research and update admissions practices, policies, and technology as needed
- Remain up-to-date on best practices in the field of admissions/enrollment management
- Plan and manage admissions operational budget
- Other duties as needed or assigned by the VPAA

**QUALIFICATIONS:**

- Master's degree from a regionally accredited university in a related field
- Demonstrated expertise in recruitment, including the ability to attain aggressive growth goals
- Five to seven years progressively responsible experience with undergraduate recruitment
- Experience and commitment to working with diverse populations
- Innovative self-starter able to work independently as well as part of a team
- Excellent communication skills, diplomacy, negotiation and public speaking skills

- Expertise with multi-tasking and organizational skills
- Experience managing budgets and with creative resource utilization
- Strong analytic skills and experience with data-driven decision making
- A positive, results-oriented, flexible attitude that is supportive of the institutional directions and priorities
- Ability to maintain confidentiality
- At least five years supervisory experience including hiring, training and performance management
- Ability to travel, ability to lift 25lb box, and valid Driver's License
- Ability to work evenings and weekends
- Intermediate to advanced knowledge of contact management systems and student information systems (preferably Banner)

Salary commensurate with qualifications and experience. Commonwealth of Virginia benefits accompany this position. A criminal background check is required. The selected candidate must complete a Statement of Personal Economic Interests. Review of applications will begin January 2012. Please submit a letter of introduction, contact information for three references, and resume (indicate position #FA167) to:

Human Resources  
Longwood University  
201 High Street  
Farmville, VA 23909  
Phone: 434-395-2074  
Fax: 434-395-2666  
Email: [humres@longwood.edu](mailto:humres@longwood.edu)

In compliance with the Americans with Disabilities Act (ADA), Longwood University will provide, if requested, reasonable accommodations to applicants in need of accommodations in order to provide access to the application and/or interview process. You are not required to note the presence of a disability on your application. If, however, you require accommodations in the application and/or interview process please contact the Office of Human Resources at 434-395-2074 or [humres@longwood.edu](mailto:humres@longwood.edu).

*A diversified workforce is an important part of our strategic plan. EOE/AA (10/21/11)*