

Chief Enrollment Officer

Position Description

The Chief Enrollment Officer of Bethany University will provide leadership and coordinate the efforts of the Enrollment Management Team in order to enable Bethany to be even more competitive in enrolling students from diverse backgrounds. This individual will implement enrollment models to assist with institutional planning and will help determine optimal use of financial resources in both the recruitment of new students and the retention of current students.

The Chief Enrollment Officer reports directly to the President and works closely with senior administration, academic leaders, the Admissions Committee, various marketing and retention partners, and athletics.

Qualifications

- The right candidate must have experience in developing comprehensive and strategic enrollment plans, demonstrated success in shaping and enrolling classes to meet the mission of the university, knowledge of contemporary enrollment management practices (including prospect management), familiarity with current recruitment communication technologies, strong analytical skills and knowledge of integrated marketing.
- The ideal candidate will also be an excellent communicator internally and externally and be able to work collaboratively and effectively with others to achieve goals. We are seeking a person who will bring a broad view and strategic vision and guide campus-wide conversations on the types of students Bethany can and should be attracting and enrolling.
- The successful candidate will have a proven track record in the identification, recruitment, and enrollment of prospective students; and a comprehensive understanding of financial aid strategies and leveraging.
- The ideal candidate will possess substantial administrative experience in higher education, preferably directing one or more of the functions included in the jurisdiction of this position; demonstrated research and analytical skills that help identify market segments and develop strategies to increase enrollment; and familiarity with current and developing technologies, and their application in achieving recruitment and retention goals.
- Ideally, the successful candidate will have five years or more of enrollment experience and leadership in higher education; demonstrated ability in web based technology enhanced enrollment strategies, marketing and communications for targeted populations; highly effective management of budgets, financial-decision making and planning.
- An advanced degree is preferred.

Lifestyle Standards

Recognize, understand, and agree to live by the moral and ethical standards of Bethany University as outlined in the Assemblies of God Statement of Fundamental Truths and the Bethany University Statement of Faith.

Salary/Compensation

The actual title for this position and salary are negotiable pending the individual's track record, qualification, and fit with the institution's culture and enrollment and retention needs. A generous array of employee benefits supplements the salary to provide a competitive total compensation package.

Application Process

Applicants, who meet the qualifications listed above, may submit a letter of interest, salary history and salary requirements, statement of personal faith and testimony, and a resume to Human Resources using the contact information listed below.

Contact information:

Melissa Richardson, Human Resources Director

800 Bethany Drive

Scotts Valley, CA 95066

resumes@fc.bethany.edu

Bethany University does not discriminate on the basis of race, color, national origin, gender, age, or disability.