



Vice President for Enrollment and Marketing

Franklin College seeks an experienced, innovative and dynamic leader to serve as vice president for enrollment and marketing. The vice president will serve as the college's chief strategist of matters related to admissions, financial aid and marketing, and manage directors and professional staff within those areas of responsibility. This is a cabinet-level position reporting to the college president.

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 has been ranked the No. 1 national liberal arts college in Indiana (*Washington Monthly*, 2015) and a best nationwide college for your money (*Money*, 2015).

Franklin's academic programs have earned numerous accolades for relevance and rigor in the last five years. Pulliam School of Journalism faculty and students, for example, co-produced a succession of three Emmy-nominated documentary films, with "Bill Hudnut: Twilight Reflections, Evening Meditations," earning the award in 2017. Each film was aired on the Public Broadcast Station WFYI in Indianapolis, with the most recently produced documentary airing on 274 stations nationwide beginning this summer.

In 2018, Franklin College faculty in the departments of mathematics and psychology were featured in a national training program for educators. They shared their high-impact teaching practices in the video distributed by the Association of College and University Educators (ACUE). Franklin was one of only five higher-learning institutions in the nation whose faculty were selected for participation through a competitive application process.

Franklin College political science faculty and students received "Distinguished Delegation" recognition at the 2019 National Model United Nations Conference. The Mathematics and Computing Department was the recipient of the 2019 American Mathematical Society (AMS) Award for an Exemplary Program or Achievement in a Mathematics Department. Franklin's 2019 senior students in the Economics, Business and Accounting Department continued a long-standing tradition of excellence on the Major Field Test (MFT) by earning a cumulative class score ranking in the top 7 percent among 496 U.S. colleges and universities that use the test to evaluate student career readiness.



The vice president will develop and implement recruitment and marketing strategies to enable the institution to reach its enrollment goals. Responsibilities include managing traditional admissions and financial aid processes, including recruitment, application process and review, yield management, communication strategy, alumni admissions programming and engagement of faculty and staff in student recruitment. Further, the vice president is charged with developing and employing marketing strategies which reflect the college's value proposition and which effectively leverage social media and emerging technologies toward the goal of enhancing student recruitment. Extensive knowledge of and expertise with student information systems and engagement technologies, along with demonstrated experience in developing and utilizing that technology will be expected of the vice president, as well.

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. As a member of the senior leadership team, the vice president will contribute to the management of the institution toward the goals of its long-range plan.

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. The candidate will have:

- a proven record of meeting ambitious enrollment and budget goals, preferably at private, tuition-dependent institutions;
- experience analyzing potential curricular programs aligned with prospective student demand;
- an appreciation for demographic dynamics related to student recruitment;
- a commitment to recruitment of diverse and underrepresented populations; and
- an understanding of the relationship between recruitment and retention strategies and objectives.

The position requires excellent interpersonal skills and a collaborative leadership style. A graduate degree is highly preferred.

Application Process

Candidates should submit letter of application with resume and references (MS Word or Adobe PDF) and **Click link to apply for position here – [Franklin College Staff Application](#)**

Contact Human Resources with additional questions, Franklin College, 101 Branigin Boulevard, Franklin, IN 46131, or via email at humanresources@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.