ELIZABETHTOWN COLLEGE

Executive Director for Enrollment Management

Elizabethtown College, a nationally ranked, selective, residential, coeducational and independent liberal arts college seeks a high energy, innovative and experienced enrollment management professional to serve as Executive Director of Enrollment Management. Reporting to the president of the College, and responsible for the offices of Admissions and Financial Aid, the Executive Director will bring a passion for the College's mission and convey a sense of excitement and confidence with all constituents about Elizabethtown's values, accomplishments, and people.

Located in Elizabethtown, PA, the College enrolls approximately 1,800 traditional students, 85% of whom reside on the picturesque 203-acre campus. Students come from 30 different states and 40 countries and enjoy small classes and a low student to faculty ratio. Elizabethtown College is a comprehensive institution blending the liberal arts and sciences with professional programs in a relationship centered learning community. Elizabethtown is centrally located in Lancaster County, Pennsylvania near Lancaster City, Hershey, and Harrisburg, with easy access to Philadelphia, New York City, Baltimore and Washington DC via interstate highway or Amtrak.

Some of the responsibilities for the new Executive Director include: providing vision and leadership for all enrollment management initiatives including prospecting, recruitment, territory development and management, candidate selection, operational policies and procedures, the strategic use of financial aid resources, and the implementation of effective yield strategies to enroll the class; facilitating the coordination of admissions and financial aid activities with other integral offices; overseeing the development and implementing of a multi-year institutional enrollment plan consistent with the College's strategic plan; collaborating with the Executive Director of Marketing and Communication in creating robust, multi-channel messaging used for recruitment purposes; coordinating the development of and supervising all budgets within the division; serving as co-liaison to the Board of Trustees' Committee on Marketing and Enrollment Management; providing effective personnel management within the division; and promoting professional growth and development among all staff within the division.

Qualifications include, but are not limited to: an earned Bachelor's degree (advance degree preferred); 7 to 10 years of progressively increasing experience in enrollment; strong leadership, planning and inclusive management skills; track record of attracting, developing, mentoring and retaining quality staff; experience in developing, implementing and evaluating a comprehensive college-wide strategic enrollment plan; an understanding of the critical role of marketing and new media in recruitment; excellent written, oral and interpersonal communication skills; knowledge of market forces and demographic trends; a track record of collaboration to build and strengthen relationships; experience with identifying and opening new markets; demonstrated ability to optimize federal, state, and institutional financial aid resources to grow

enrollments and net tuition revenue; strong work habits; internally motivated; ethical beliefs and behavior; and a sense of humor.

While the position will remain open until filled, applications received by November 23, 2016 will receive first consideration. Prior to submitting application materials, please review the profile http://apptrkr.com/907082.

R. H. Perry & Associates is assisting Elizabethtown College with this search. All communications may be directed in confidence to: Mr. Thomas K. DaRin, Senior Consultant at (585) 451-9385, or Mr. Matthew Kilcoyne, Managing Partner at (202) 253-9846, or to EtownExecDirEM@rhperry.com.