

**North Park University
Chicago, Illinois**

Vice President for Enrollment Management and Marketing

North Park University (Chicago, Illinois) seeks a dynamic and forward thinking vice president for enrollment management and marketing (VPEMM) who is committed to the ideals of a vibrant, urban university rooted in the Christian faith. Founded in 1891, North Park University (NPU) is a community of 3,000 students (1,850 full-time undergraduates) engaged with dedicated faculty in a rigorous interdisciplinary liberal arts education. NPU offers bachelor's and master's degrees in more than 40 majors and programs and a number of pre-professional options, including law and medicine. Of particular note is NPU's distinct and innovative Catalyst 606__ program (606 being the first three digits of the zip codes of Chicago's neighborhoods) which forms the basis of a city-centered curriculum designed to immerse students in experiences in the city.. Capitalizing on the world-class city of Chicago as the classroom, students apply knowledge to problems at hand and deepen critical thinking skills. North Park University is ranked No. 97 in Regional Universities (Midwest) by *U.S. News & World Report*, 2018. Over 25 percent of first-year undergraduates are Latino and 63 percent of first-year undergraduates come from within 50 miles of the campus.

The Position

The vice president for enrollment management and marketing is responsible for providing leadership and coordination for a comprehensive enrollment management and marketing strategy that is consistent with the goals, mission, and resources of North Park University. The vice president is responsible for developing, implementing, and overseeing the execution of an annual comprehensive enrollment plan with appropriate goals that include strategies to recruit and enroll students for the University's traditional undergraduate, adult undergraduate, graduate and seminary programs. Current direct reports to the VPEMM include the directors of undergraduate admissions, seminary admissions, graduate and adult admissions, university marketing and communications, athletics, enrollment systems and operations, and student administrative services. The VPEMM is responsible for developing annual admissions and marketing budgets; building, leading and motivating the appropriate teams to ensure that enrollment goals are met; developing, implementing and leading an integrated marketing and communication plan; and collaborating with academic deans and others to develop annual enrollment and marketing plans to achieve academic program department enrollment goals. In addition to internal constituents, the vice president for enrollment management and marketing is expected to work collaboratively and constructively with external partners including third party vendors and consultants under contract within the enrollment management and marketing division. The VPEEM will play a key role in developing strategies for enrolling an increasing number of students from North Park's sponsoring denomination, the Evangelical Covenant Church (ECC). In that regard, the VPEMM will be expected to strengthen relationships with youth pastors and other church partners who can provide access to and encourage ECC students to consider North Park as well as work with sister organizations of the ECC where there are synergies for collaboration.

The VPEEM also is the chief architect of the university's marketing plan. In this regard, North Park is one of many urban institutions of higher education that compete for the students of Chicago. It will be a key priority to market and brand North Park in such a way as to differentiate our program strengths and strategic advantages and to make North Park known among the various institutions, organizations and corporations of Chicago.

The vice president reports to the president and serves on the president's senior leadership team. The VPEMM works closely with the president, board of trustees, and other senior leaders to provide

appropriate direction on enrollment and marketing matters. Additionally, the VPEMM collaborates closely with academic deans to share enrollment projections and to determine short and long term targets for both tuition revenue and headcounts. The vice president for enrollment management and marketing is responsible for an operating budget of nearly \$9.5 million, financial aid awarding of over \$20 million, and 77 FT (36 PT) staff members.

Qualifications

A Bachelor's degree (Master's preferred) and a minimum of ten years of progressive experience and leadership in enrollment management is required. The vice president for enrollment management and marketing must be performance-driven and self-motivated, a highly efficient, effective, and results-oriented individual with strong business acumen, proven ability to lead and knowledge of cutting edge best practices and trends in the enrollment field. Data informed decision making, an understanding of branding and marketing strategies and tactics specifically as applicable to student recruitment in the digital market place is expected. The successful candidate will be a visionary and a strategic thinker. The ideal candidate also will demonstrate excellent communication skills, outstanding integrity, effective leadership and team building skills. Experience in managing student information systems, budget oversight, experience with financial aid and leveraging, an understanding of the role athletics plays in recruitment and retention, and the ability to collaborate with internal and external constituents will be important factors in the selection of the new vice president for enrollment management and marketing. The successful candidate must be a committed Christian who believes in and is able to persuasively articulate North Park University's mission for Christian education in the context of a global, urban and intercultural environment. The successful candidate will also be one who can grasp the ethos and distinctive affirmations of the ECC and embrace its opportunities and challenges.

Application and Nomination

Williams & Company is partnering with North Park University on this search. Review of applications begins February 16, 2018. Interested candidates should apply for this position online via the Williams & Company website at: www.williamscompany.net. Confidential inquiries and/or nominations may be directed to Martha H. Smiles at: Martha@williamscompany.net or (802) 497-0151.

Please visit North Park University's website at: www.northpark.edu

North Park University is an equal opportunity employer, and we do not and will not discriminate on the basis of race, national origin, sex, age, disability, marital status, or veteran status. Information provided on this application will not be used for any discriminatory purpose. However, as a religious educational institution owned and operated by the Evangelical Covenant Church, North Park is permitted and reserves the right to select employees on the basis of their religious faith [Title VII, Section 702-703, United States Civil Rights Act of 1964, as amended, and the Illinois Human Rights Act Section 2-101(B)(2)].