

Assistant Vice President for Strategic Enrollment and
Marketing
Kean University

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Posted Feb. 13, 2025, set to expire Jun. 15, 2025

Job Title	Assistant Vice President for Strategic Enrollment and Marketing
Department	Division of Enrollment Services
Institution	Kean University Union, New Jersey
Date Posted	Feb. 13, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Vice-(President/Provost/Chancellor)
Academic Field(s)	Enrollment Management/Registrar Public Relations/Marketing
Job Website	https://kean.wd1.myworkdayjobs.com/en-US/Kean/details/Assistant-Vice-President-for-Strategic-Enrollment-and-Marketing--Division-of-Enrollment-Services_R3363

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Job Description

Under the direction of the Vice President for Enrollment Services, the Assistant Vice President for Strategic Enrollment and Marketing is responsible for the strategic planning and management of the University's enrollment marketing and recruitment planning efforts. The Assistant Vice President ensures these efforts are consistent with the mission of the University. As a member of the division's senior leadership team, the Assistant Vice President plays a major role in implementing a comprehensive strategy for University enrollment, growth and advancement.

The Assistant Vice President will be responsible for enrollment marketing and event oversight;



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strategic recruitment planning, including community college partnerships; boosting enrollment in graduate and doctoral programs; increased international student recruitment efforts; and does related work as required. This position requires travel and a flexible schedule including evening and weekend hours.

Qualifications: Bachelor's degree and a minimum of 6 years of professional experience in higher education or a related field, with a strong track record in enrollment management and marketing is required. Candidate must have excellent oral and written communication skills, strong interpersonal skills and the ability to multitask effectively. Exceptional presentation skills are essential in order to represent the University at events and programs. Preferred qualifications include a Master's degree and experience with University platforms i.e. Slate, Navigate, Ellucian, etc.

Candidacy review begins immediately and continues until appointment is made. **Please submit your cover letter, resume/CV and contact information for three professional references.** Official transcripts are required prior to the starting date of employment.

Attention current Kean University employees (including part-time Student Assistants, Graduate Assistants, Academic Specialists and Adjuncts): Please apply via the internal career site to ensure consideration as an internal candidate. To apply internally, please log into your Workday account and select the Career icon on your homepage to view available positions.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact