Vice President of Enrollment Management
Worcester Polytechnic Institute

Job Title	Vice President of Enrollment Management
Department	Provost Office
Institution	Worcester Polytechnic Institute
	Worcester, Massachusetts
Date Posted	Sep. 19, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Vice-(President/Provost/Chancellor)
Academic Field(s)	Enrollment Management/Registrar
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JOB TITLE
Vice President of Enrollment Management

LOCATION
Worcester

DEPARTMENT NAME
Provost Office

DIVISION NAME
Worcester Polytechnic Institute - WPI

JOB DESCRIPTION SUMMARY

Worcester Polytechnic Institute (WPI) invites nominations and applications for the position of VP of Enrollment Management. This is an exceptional opportunity for a strategic enrollment leader to drive growth and expand WPI's national and international reach at a premier STEM institution known for its distinctive project-based learning and outstanding student outcomes.

The VP of Enrollment Management will join WPI during a period of significant momentum. This leader will build upon recent achievements including Carnegie R1 research status, ranking 18th nationally on U.S. News & World Report's "Colleges with the Best Return on Investment," and recognition among LinkedIn's Top 50 Colleges for 2025 based on student outcomes. The successful candidate will capitalize on the university's solid enrollment foundation while spearheading operational excellence initiatives.

This position reports to the Provost with a dotted line to the President and serves as a member of the President's Cabinet. The role represents a unique opportunity to shape WPI's enrollment strategy at the highest levels of university leadership and elevate WPI's national prominence.

The VP of Enrollment Management will collaborate with academic affairs, student affairs, and marketing communications to oversee comprehensive undergraduate enrollment operations while coordinating graduate enrollment initiatives. This leader will manage a dedicated team of 54 enrollment professionals across admissions, financial aid, and analytics with oversight of a substantial annual operating budget. The successful candidate will strengthen data-driven recruitment approaches, build robust domestic and international pipelines, and establish WPI as a first-choice destination for top students.

This role offers the opportunity to advance a strong regional institution into a nationally recognized enrollment leader, capitalizing on WPI's unique strengths in STEM education, hands-on learning, and exceptional return on investment.

For full application instructions and the executive search profile, please see the link below.

JOB DESCRIPTION

- Serve as a key member of the President's Cabinet, contributing to university-wide strategic planning and institutional policy development
- Drive comprehensive enrollment strategy that elevates WPI's institutional visibility and market positioning on a national scale
- Partner closely with Marketing & Communications to revolutionize how WPI tells its story to prospective students and families

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- Lead and inspire a collaborative enrollment team of accomplished professionals managing substantial operational and financial aid budgets
- Develop and execute integrated domestic and international enrollment strategies that expand WPI's presence beyond its traditional New England base
- Maximize international undergraduate enrollment by leveraging WPI's distinctive network of 54 global project centers across 30 countries and competitive advantages
- Direct undergraduate admissions, financial aid, enrollment analytics, recruitment operations, and pre-collegiate outreach programs across multiple states
- Coordinate graduate enrollment initiatives to support university-wide growth objectives while maintaining primary focus on undergraduate enrollment excellence
- Build strategic partnerships with high schools, community colleges, and educational organizations across diverse geographic markets
- Systematically analyze and enhance every stage of the enrollment process, from initial inquiry through enrollment and first-year retention
- Advance enrollment technology platforms and data systems to enable sophisticated analytics and support evidence-based recruitment decisions
- Establish clear metrics and accountability systems to measure progress toward enrollment goals and optimize yield strategies
- Build resilient enrollment strategies that position WPI to thrive despite higher education challenges including demographic shifts and evolving policies
- Partner with Board of Trustees on enrollment-related strategic initiatives and institutional positioning
- Collaborate with academic leaders, student affairs, and graduate studies to align enrollment priorities with institutional goals
- Work closely with student success teams to ensure enrollment strategies align with retention goals
- Represent the institution effectively to students, families, colleagues, and external stakeholders

Qualifications

- Bachelor's degree required; advanced degree preferred in education, business, marketing, or related field
- Minimum 10 years of progressive enrollment leadership experience in higher education, with demonstrated success in strategic planning, team management, and enrollment growth at complex institutions
- Proven track record expanding enrollment pipelines and enhancing institutional visibility,

particularly in competitive STEM and business markets and diverse geographic regions including international markets

- Strong collaborative leadership experience managing cross-functional teams and substantial budgets, with expertise in financial aid strategy development and implementation
- Experience working with institutional leadership including Board of Trustees, President, and Provost on strategic enrollment initiatives and institutional positioning
- Expertise with enrollment technology systems, CRM platforms, and data analytics, with ability to leverage insights for strategic decision-making and operational excellence
- Successful experience partnering with marketing and communications teams to strengthen institutional brand, develop compelling campaigns, and execute integrated outreach strategies
- Deep understanding of contemporary enrollment challenges including demographic shifts, policy changes, and evolving student expectations in higher education
- Experience leading organizational transformation initiatives and building high-performing teams with cultures of innovation and accountability
- Proven experience managing pre-collegiate outreach programs and building partnerships with secondary education institutions
- Outstanding written and verbal communication skills, with ability to represent the institution effectively across diverse audiences and articulate compelling value propositions
- Strong cultural competency and ability to engage authentically with diverse communities, including first-generation college students and international populations
- Detail oriented and data driven with refined interpersonal skills that foster strong relationships with students, families, and institutional stakeholders
- High ethical standards, emotional intelligence, and deep commitment to WPI's mission, values, and distinctive educational approach
- Executive presence appropriate for cabinet-level leadership and high-stakes external representation
- Willingness and enthusiasm for extensive national and international travel for recruitment, partnership development, and professional engagement

For full application instructions and to view the executive search profile, please click here.

FLSA STATUS
United States of America (Exempt)

WPI is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, color, age, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability. It seeks individuals from all backgrounds and experiences who will contribute to a culture of creativity, collaboration, inclusion, problem

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solving, innovation, high performance, and change making. It is committed to maintaining a campus environment free of harassment and discrimination.

To apply, visit: https://wpi.wd5.myworkdayjobs.com/en-US/WPI_External_Career_Site/job/Worcester/Vice-President-of-Enrollment-Management_R0003270

About WPI
WPI is a vibrant, active, and diverse community of extraordinary students, world-renowned faculty, and state of the art research facilities. At WPI, we have competitive and comprehensive benefits, including health insurance, long-term care, retirement, tuition assistance, flexible spending accounts, work-life balance and much more.

Diversity & Inclusion at WPI
WPI is committed to creating an inclusive workplace where everyone feels valued and respected; a place where every student, faculty and staff member can be themselves, so that they can study, live, and work comfortably, to reach their full potential, and make meaningful contributions in order to meet departmental and institutional goals. WPI thrives on innovative practice and welcomes diverse perspectives, insight, and people from diverse lived experiences, to enhance the community environment and propel the institution to the next level in a competitive, global marketplace.

Contact Information

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

Contact

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Worcester Polytechnic Institute

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