



Established in 1851

Scholarship.

Character.

Culture.

Service.

## Assistant Vice President for Admissions

Catawba College invites nominations and applications for the position of Assistant Vice President for Admissions.

### About Catawba

Founded in 1851 in Newton, North Carolina, Catawba was started by German pioneers who had traveled from eastern Pennsylvania to settle in the valleys of the Haw, Yadkin, and Catawba rivers. In 1890, Catawba became a coeducational institution, and the first woman graduate completed her studies in 1893. In 1925, Catawba moved and re-opened in its current location in Salisbury, NC, which is about 45 minutes from Greensboro, Winston-Salem, and Charlotte, two hours from the mountains, and four hours from the beaches.

Today, Catawba College has 41 buildings on 276 wooded acres on a residential campus. Catawba is known for its 189-acre on-campus ecological preserve. Ranked as one of the best colleges in the South, Catawba offers 70 academic majors to approximately 1,300 students representing 34 U.S. states and 19 foreign countries. Students are instructed by 80 full-time faculty, more than 83 percent of whom hold the highest degree in their field.

Catawba provides an education focused on an institutional philosophy of a liberal education, which entails a broad range of knowledge, intellectual and practical skills, and individual and social responsibility fostered and developed in all academic programs. Catawba is a learning community that provides students unique opportunities to explore vocation, helping students to consider their calling, their passions, and their purpose as they prepare to reach their highest potential. Catawba's mission is to provide "students an education rich in personal attention that blends the knowledge and competencies of liberal studies with career preparation" and to enable "students to reach their highest potential while becoming responsible citizens."

### The Role of the Assistant Vice President for Admissions

The Assistant Vice President provides operational and strategic leadership to the Catawba College (the "College") Office of Admissions to enable the College to attract, recruit, and enroll undergraduate, online, and graduate students. Reporting to the Senior Vice President for the College Experience, the incumbent will lead a dynamic, results-oriented, and collaborative recruitment team of professionals with responsibility for ensuring the College meets its stated first-year, transfer, distance and online education, and graduate student admissions goals. The Assistant Vice President will also be responsible for working with the Office of Financial Aid to ensure that the College meets its financial aid goals for the admitted class and will work closely with the Senior Vice President for the College Experience and other stakeholders to develop and execute the College's strategic enrollment plan.

In close consultation with the leadership within the Division of the College Experience, the Assistant Vice President for Admissions will manage ongoing strategic communications and marketing to prospective students as well as key stakeholders. Expertise in organizational management, vendor management, CRM management, and financial aid modeling is essential in this role. This position requires the incumbent to attend admissions, alumni, and development events when necessary, which will include evening and weekend hours. The AVP serves as the liaison for the Office of Admissions to the College's Alumni Board and any additional committee assignments as needed by the College or the Board of Trustees.

As Catawba continues on its upward trajectory, the AVP for Admissions will play a critical role in shaping the College's future classes and strengthening its reputation as one of the best colleges in the South.

## Essential Job Functions

- Provide supervisory oversight, leadership, and direction to the Office of Admissions and its team members and cultivate and develop talented team members with clear goals, expectations, and accountability by managing all functions including the hiring, training, on-boarding, performance management, and professional development of the staff;
- Work collaboratively with the Senior Vice-President to develop and implement an innovative, proactive, and strategic approach to new student recruitment and enrollment efforts by overseeing the operation of the Office of Admissions;
- Provide oversight and chair the admissions application review and evaluation process for first-year, transfer, distance learning, and graduate applicants;
- In collaboration with the Senior Vice President, the Executive Vice President/CFO, and the Director of Financial Aid, internally develop, oversee, and assess strategic financial aid allocation and its impact on recruitment/enrollment trends;
- Serve as a highly visible and effective spokesperson for the College to articulate the benefits and values of the campus community to a variety of on-campus and off-campus constituents;
- Collaborate with marketing and communications in conjunction with the Senior Vice President on all recruitment marketing activities and initiatives including the development of recruitment publications, enrollment communications, social media activities, admission websites, etc.;
- Collaborate as a member of the Division leadership and with other constituents such as, Marketing, Information Technology, Financial Aid, Alumni & Parent Relations, Residence Life, and Athletics to serve the needs of prospective students;
- Supervise the development and monitoring of statistical reports to enhance recruitment and enrollment strategies, yield management, predictive modeling and operational effectiveness;
- Strategically and responsibly manage the Office of Admissions budget in accordance with business processes and in alignment with the strategic compass;
- Build relationships with parents, guidance counselors, academic departments, and other constituents of the Admissions Office; and,
- Other duties and responsibilities as assigned.

## Desired Experiences and Characteristics

The strongest candidates will demonstrate:

- An understanding and appreciation for the value of a small college community that offers undergraduate, distance, and graduate studies;
- A record of supporting and leading initiatives that advance diversity, equity, and inclusion in a learning community;
- Ability and documented success in meeting admissions and financial aid goals by effectively managing the admissions "pipeline" through the inquiry, application, accept, deposit, and enrolled stages;
- A history of strategic, innovative, and creative leadership, through collaboration with a range of internal and external stakeholders;

- Knowledge of national trends in higher education enrollment with a record of developing innovative strategies that account for current and anticipated factors;
- Experience with successfully recruiting, developing, and leading a team of talented enrollment professionals;
- Experience with developing and managing an operating budget;
- A desire and ability to serve as an effective, outward-facing champion of an institution within the context of a highly competitive landscape; and,
- Exceptional communication abilities and a propensity for building strong, lasting relationships.

## JOB REQUIREMENTS

The minimum job requirements for this position are:

- At least ten (10) years of recruitment/enrollment experience with at least five (5) years of increasing responsibility and management/leadership experience;
- Experience using student information systems, client relationship management (CRM) systems and communication technologies to recruit and enroll students;
- A Master's degree from an accredited college/university, or equivalent and related experience; and,
- A valid Driver's License.

## WORK ENVIRONMENT

This job operates primarily in a professional office environment and routinely uses standard office equipment such as computers, phones, photocopiers, and fax machines. Day and evening travel required, and job functions are routinely performed outside of primary office on campus or in off-campus locations. Participation in admissions events in evenings and on weekends likely in this position.

## PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This is largely a sedentary role; however, some filing and movement is required. This would require the ability to lift files and file boxes, open filing cabinets, walking, and bending or standing as necessary.

Position Title: Assistant Vice-President for Admissions  
Department: Admissions  
Position Status: Full-Time, Twelve (12) Month Position  
Directly Reports To: Senior Vice-President for the College Experience  
Classification: Exempt

## APPLICATION PROCESS

For best consideration, please send all application materials and nominations to:



Jim Sirianni, Managing Director  
Ethan Dubow, Managing Associate  
Storbeck Search  
[CatawbaAVPAdmissions@storbecksearch.com](mailto:CatawbaAVPAdmissions@storbecksearch.com)



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Application materials should include a letter of interest and current resume or curriculum vitae. Review of completed applications will continue until the position is filled.

*Catawba College is an equal opportunity employer. As such, the College is committed to providing equal employment opportunities for all employees, regardless of race, color, religion, sex, age, national origin, disability, sexual orientation, gender identity, or veteran status, unless allowed by law and deemed necessary to the operation of the College. The College complies with all federal, state, and local laws governing non-discrimination.*