



Vice President for Enrollment Management Position Announcement

THE OPPORTUNITY:

Union Presbyterian Seminary seeks a Vice President for Enrollment Management to implement a strategic recruitment and retention plan that attracts degree and non-degree learners to our hybrid and online programming for its campuses in Richmond, VA and Charlotte, NC.

Union Presbyterian Seminary's mission is to "prepare people to be leaders of gospel-inspired transformative change in pursuit of a more just and compassionate world." As one seminary with two campuses, and ever being reformed, we aspire to be a vibrant, diverse, and engaging Christian community dedicated to serving one another, the church, and the world in the spirit of Christ. We commit to:

- Engage the Depths of Christian Traditions
- Offer Compelling and Accessible Theological Education
- Equip Individuals with Transformational Pedagogies
- Emphasize Hermeneutical, Prophetic, and Pastoral Skills
- Cultivate Resilient Leadership
- Convene Critical Conversations

The Vice President for Enrollment Management will join Union Presbyterian Seminary at an exciting time as we are beginning to live out a new [Strategic Plan](#) (adopted in April 2024) that lays a bold vision for the future. UPSem seeks a VP who resonates with this vision of the future and who brings the experiences, skills, and passion to make it a reality.

JOB PURPOSE:

The Vice President for Enrollment Management sets the strategy to cultivate an integrated and comprehensive student experience from first contact to successful enrollment for both degree and non-degree learners through matriculation. The VP facilitates the development and implementation of the Seminary's strategic enrollment management plan including retention; promotes institution-wide recruitment; and collaborates with faculty, staff, administration, and student organizations to promote and support the development of prospective learners. The VP will collaborate with the Leadership Institute and the four Centers to communicate the message of their work to enable recruitment of new learners to UPSem's nondegree programming that may lead to interest in degree programs. The VP also cultivates strong relationships and partnerships with external constituencies including congregational and nonprofit entities. The VP oversees recruitment, admissions, scholarship awarding, financial aid philosophy, and distribution, and coordinates with the Communications team in marketing the seminary's educational programs.

The VP works collaboratively with the Dean of Students to ensure student retention and success. The VP reports to the President and works collaboratively as a member of the Executive Staff of the President.

RESPONSIBILITIES AND DUTIES:

Enrollment Management

1. Create, implement, assess, and regularly update a strategic enrollment management plan, in collaboration with a re-formed Enrollment Management Committee, that is data informed and aligns with the mission of the seminary, meets and exceeds enrollment goals, achieves retention goals, and diversifies enrollment streams.
2. Define enrollment management and department outcomes/goals that align with the mission and vision of the seminary (i.e., inquiries, applications, acceptances, retention).
3. Develop and execute well-planned strategies and tactics, including focused use of digital technologies, to shape the Seminary's enrollment and retention goals across all modalities.
4. Oversee the creation and generation of reports to document and guide the recruitment plan and to inform the campus community regarding enrollment-related data.
5. Understand technological innovations, assess emerging technologies, particularly AI, and leverage technology investments to refine operational procedures and policies.
6. Create a coordinated effort of general and digital marketing UPSem programming to degree and nondegree learners.
7. Develop a systematic and efficient plan for managing prospects and applicants and coordinating with Marketing and Communication partners to promote best practices in recruitment, digital marketing, and enrollment conversion.
8. Collaborate in the development of recruitment and marketing materials and monitor the performance of strategic recruitment and integrated marketing plans.
9. Establish a system of communication aligned with seminary efforts for prospects, inquiries, applicants, and registered students that build strong and lasting relationships, ensuring consistency with existing recruitment and retention efforts.
10. Develop a contact management recruitment strategy that utilizes a client relationships management tool (CRM – e.g., Raiser's Edge), social networking and other forms of communication to recruit students, ensuring consistent efforts with other ongoing seminary outreach initiatives.
11. Determine individual student financial aid packages and allocates scholarship funds to support recruitment and retention goals consistent with the institutional mission.
12. Implement effective retention strategies for learners in various modalities.
13. Oversee staff and processes related to admissions and placement.
14. Embed principles of diversity, equity, and inclusion through decision-making and impactful strategies, ensuring accessible and effective opportunities for all students/learners, regardless of background or identity.

Collaboration with Internal and External Partners

1. Engage in strategic planning and budgeting for the area of responsibility.

2. Liaise with internal and external constituencies including the Board of Trustees, faculty, staff, alumni, and prospective students/learners; represent the seminary in a speaking capacity at on- and off-campus events.
3. Work with external stakeholders to create valuable alliances that will benefit seminary engagement and prospective learners.
4. Foster a collaborative environment for driving enrollment and increased participation of learners.
5. Collaborate with the Advancement Office in developing congregational and nonprofit connections, as well as promotional materials and efforts.
6. Fulfill other duties as assigned.

KNOWLEDGE AND SKILLS:

- Master's degree in Enrollment Management or related area required
- Minimum of 5-7 years of progressively responsible experience in enrollment management at the director level or higher
- Higher education experience required; theological or religious studies a plus.
- Strong understanding and ability to work with computer systems and applications
- Experience developing and implementing a comprehensive enrollment/retention model to enhance student recruitment, enrollment services, retention, and student success
- Experience developing strategic enrollment management goals that successfully increased enrollment and retention
- High level experience and familiarity with student recruitment strategies, including digital marketing, social media, and CRM systems
- Ability to manage or adapt to change, make difficult decisions, implement conflict resolution strategies, and ensure employee and department accountability
- Experience developing recruiting and student success related programs for under-represented and diverse student populations

WORKING CONDITIONS:

- This position serves both the Richmond and Charlotte campuses and can be based on either campus.
- Occasional evenings and weekends may be required.
- Some travel is expected.
- Position is full-time exempt with generous benefits including 4 weeks of paid vacation; 9 paid holidays plus an additional 8-10 days off during Christmas break; summer half day Fridays; accrual of sick PTO, excellent medical/dental/life insurance coverage, and retirement; tuition exchange in higher ed.

To apply, please send a cover letter and CV to sheridan.taylor@upsem.edu. Review of applications will begin December 31, 2025, and continue until the position is filled.