

Position Announcement

**University of Wisconsin-Milwaukee**

**Milwaukee, WI**

**Executive Director of Recruitment, Marketing, and Admissions**

University of Wisconsin-Milwaukee (UWM) and Spelman Johnson invite inquiries, nominations, and applications for the position of executive director of recruitment, marketing, and admissions. The expected start date is early fall 2021.

Founded over 60 years ago based on the belief that Milwaukee would need a great public university to become a great city, UWM has a dual research and access mission aimed at serving the diverse needs of Wisconsin’s largest metropolitan area by furthering opportunities at all levels for students who may be financially or educationally disadvantaged.

Designated an R1 research institution, UWM educates more than 26,000 students and is an engine for innovation in southeastern Wisconsin. More than one-third of its students are the first in their families to attend college, and 30 percent are students of color. It is the largest educator of veterans in Wisconsin, with more than 1,000 enrolled each year under the federal G.I. bill. The Princeton Review named UWM a 2021 Best Midwestern university based on overall academic excellence and student reviews. UWM is committed to the full inclusion of LGBTQ+ campus constituents—in 2020, Campus Pride Index named UWM as one of the Best of the Best Top 40 LGBTQ-friendly postsecondary institutions in the United States.

Reporting to the associate vice chancellor for enrollment management, the executive director of recruitment, marketing, and admissions (executive director) leads the undergraduate recruitment, marketing, and admissions functions within the Division of Enrollment Management and Student Success, directly supervising a team of five assistant directors and a team of 41 professionals with an operating budget of $4 million. As a critical leader within the newly reorganized division, the executive director will drive annual enrollment plans for new freshman and transfer cohorts that are established in collaboration with campus partners and actively represent UWM in national and state professional admission associations

In collaboration with campus partners, the executive director develops short- and long-range enrollment goals and projections; leads a coordinated and strategic marketing plan; integrates new technologies into recruitment and admissions strategies; and produces, monitors, and proactively addresses trends in enrollment management data. This senior leader also leads and manages the marketing and communications team in designing, implementing, and measuring progress towards goals via coordinated campaigns targeting prospective students and influencers at each stage of the admissions funnel—this work occurs in collaboration with the integrated marketing and communications team within the Division of University Relations and Communications.

University of Wisconsin-Milwaukee is seeking a collaborative, energetic, and analytically oriented university admissions leader who has a strong track record of meeting and/or exceeding established enrollment goals and projections. Minimum required qualifications include a bachelor’s degree (master’s or terminal degree preferred); minimum of five years of progressively responsible experience developing and implementing campus strategies with correlating metrics that confirm achievement of goals; three years of experience strategically developing staff to use campaigns and assessment tools to measure and achieve goals; and demonstrated experience developing marketing, recruitment or enrollment plans that engage and successfully enroll diverse and under-represented student populations.

The executive director must be a strong leader of people with the ability to engage in data-informed advocacy for resources necessary to achieve enrollment goals. Candidates will be evaluated on having a sophisticated understanding of, and experience with, strategies rooted in predictive analytics to set enrollment goals based on segmentation and positioning strategies of the target student market. The successful candidate will also be expected to have the breadth and depth of experiences needed to oversee a varied and extensive portfolio of objectives in a fast-paced environment with urgent deadlines and goals, demonstrating high quality results and creative problem-solving skills.

The search committee is particularly interested in candidates who have the interpersonal and professional skills needed to understand, convey, advance, and demonstrate principles of diversity, equity, and inclusion in performance of responsibilities and amongst the admissions team.

Review of applications will begin **Friday, July 9, 2021,** and continue until the position is filled. A resume with an accompanying cover letter specifically outlining the required and preferred qualifications may be submitted via the Spelman Johnson website at [www.spelmanjohnson.com/open-positions](http://www.spelmanjohnson.com/open-positions). Nominations for this position may be emailed to Michel Frendian at mrf@spelmanjohnson.com. Applicants needing reasonable accommodation to participate in the application process should contact Spelman Johnson at 413-529-2895.

**Visit the University of Wisconsin-Milwaukee website at** [**https://uwm.edu/**](https://uwm.edu/)**.**

UWM is a state agency and subject to Wisconsin's Open Records Law. UWM will not, however, reveal the identities of applicants who request confidentiality in writing except as may be required by Wisconsin's Open Records law. In certain circumstances, the identities of final candidates and/or the identity of the appointed applicant must be revealed upon request.

*UWM is an AA/EO employer: All applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, sexual orientation, gender identity/expression, disability, or protected veteran status.*