

## **Roger Williams University**

**Title:** Vice President Enrollment Management

**Location:** Bristol, RI

**Category:** Professional and Clerical

**Posted On:** Fri Feb 13 2026

### **Job Description:**

As the University's Chief Enrollment Officer, the Vice President for Enrollment Management (VPEM) provides strategic and transformative leadership for the full enrollment life cycle, shaping how students discover, access, and enter Roger Williams University. The VPEM sets institutional enrollment strategy and ensures operational excellence across undergraduate and graduate admissions, financial aid strategy, recruitment marketing, and enrollment analytics. Serving as a key member of the President's Cabinet, the VPEM plays a central role in aligning enrollment priorities with the University's academic mission, financial sustainability goals, and commitment to access and student success.

The VPEM will be a visible and engaged campus leader, working closely with faculty, academic leadership, Student Life, Marketing, and student success partners to ensure a cohesive and student-centered enrollment experience. The successful candidate will bring a deep understanding of contemporary enrollment challenges and opportunities, including shifting demographics, affordability and pricing dynamics, and evolving student decision-making behaviors. While the role is not expected to own all aspects of student retention, the VPEM will be highly attuned to national enrollment and persistence trends, capable of leading strong professional teams, and skilled in building campuswide strategies that support students moving seamlessly from applicant to enrolled student and beyond.

The VPEM will collaborate closely with Academic Affairs, Student Life, and the Center for Career and Professional Development to strengthen enrollment handoff, mitigate melt, and ensure early-term enrollment insights inform broader student success and retention efforts. A defining element of this role in the years ahead is serving as a strategic campus partner in advancing RWU's student journey. Through thoughtful use of data, market insight, and cross-divisional collaboration, the next VPEM will help connect recruitment strategy to long-term student outcomes, supporting a more integrated, intentional, and mission-aligned pathway from inquiry through graduation.

The next VPEM will join Roger Williams University at a moment that calls for strategic clarity, steady leadership, and bold evolution. The Enrollment Management division is staffed by experienced, committed professionals and operates effectively in a lean environment. The opportunity ahead is to refine strategy,

elevate coordination, and strengthen institutional alignment in response to shifting market conditions and financial pressures.

The next VPEM will serve as a chief ambassador for the institution?selling the campus experience, representing RWU externally, and enhancing relationship-based recruitment practices that build trust and yield over time. This leader must be present on campus and in the region, actively engaging with prospective students and families, faculty, staff, trustees, and alumni. In a demanding enrollment environment, success will depend on consistent leadership that supports staff well-being, fosters trust, and creates space for collaboration, innovation, and shared problem-solving across divisions.

For information please view [Position Profile](#)

### **Job Requirements:**

The successful candidate will bring substantial experience leading enrollment management functions in higher education, with demonstrated success advancing access, institutional sustainability, and data-informed decision-making. The next Vice President for Enrollment Management will be a strategic, collaborative, and credible leader who partners effectively across the institution to shape enrollment outcomes aligned with academic priorities and financial goals.

Desired qualifications include:

Progressive senior leadership in enrollment management, with experience overseeing admissions, financial aid strategy, and enrollment planning, ideally at the cabinet or executive level.

Admissions and recruitment operations acumen, spanning undergraduate and graduate populations, with a focus on market development, enrollment diversification, and mission-aligned access.

Strategic enrollment planning and pricing expertise, including enrollment forecasting, yield management, tuition pricing strategy, and discount rate stewardship, with the ability to translate complex data into clear institutional strategy.

Financial stewardship and net revenue leadership, demonstrated through experience with net tuition revenue modeling, multi-year enrollment projections, and program-level contribution analysis in close partnership with finance and academic leadership.

Enrollment systems and campus reporting expertise, including CRM optimization and the effective use of institutional data tools to support forecasting, operational decision-making, and campus, cabinet, and board-level reporting and assessment.

Cross-divisional collaboration and cabinet partnership, with the ability to work effectively across Academic Affairs, Student Life, Finance, Institutional Research, and Marketing to ensure a coordinated and seamless student journey from recruitment through matriculation.

Advanced academic preparation, with a master's degree in higher education, enrollment management, public administration, business, or a related field required; a doctoral degree preferred.

Additional qualities and attributes welcomed by RWU include:

- A steady and emotionally intelligent leadership style that builds confidence during periods of pressure and uncertainty.
- The ability to serve as a trusted cabinet partner and institutional advisor, communicating clearly and effectively with senior leadership and the Board on enrollment trends, risks, and opportunities.
- A leadership approach grounded in integrity, transparency, and collaboration, with the confidence to make timely decisions in a dynamic and competitive enrollment environment.
- Experience strengthening external partnerships, including high school counselors, community colleges, transfer pathways, and international recruitment partners.
- A demonstrated commitment to fostering access, equity, and inclusion through enrollment strategy, financial aid policy, and recruitment practices.
- Capacity to lead, develop, and support high-performing enrollment teams while stewarding resources responsibly and aligning operations with institutional priorities.

*At the University's discretion, the education and experience prerequisites may be excepted where the candidate can demonstrate, to the satisfaction of the University, an equivalent combination of education and experience specifically preparing the candidate for success in the position.*

### **Additional Information:**

*Roger Williams University is an affirmative action/equal opportunity employer and committed to a diverse workforce. All applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, or any other basis protected by applicable state and federal law. For information on our Non-discrimination policy, visit [here](#).*

*RWU prohibits all forms of discrimination on the basis of sex in its education programs and activities and is required by Title IX of the Education Amendments of 1972 (Title IX) and its implementing regulations not to discriminate in such a manner. Complaints of Title IX sexual harassment should be reported to the Title IX Coordinator at the contact information listed below. Details regarding the formal complaint process can be found here: [Title IX Sexual Harassment Policy and Procedures](#). All complaints of sexual harassment will be taken seriously and responded to promptly. **TITLE IX COORDINATOR:** Dr. Jen Stanley, 1 Old Ferry Road, Bristol, RI 02809 / Phone Number: (401) 254-3123 / Email Address: [jstanley@rwu.edu](mailto:jstanley@rwu.edu)*

*Apply Here:* <https://www.click2apply.net/qNIRzqt4LwJ16SxZJuG8Ny>

PI282346002