Dean of Admissions and Financial Aid

Kentucky Wesleyan College is a leader in liberal arts and professional education with a long-standing reputation for quality and academic excellence. Currently serving approximately 700 students, Kentucky Wesleyan provides a challenging and supportive academic experience, a positive work environment, and a stimulating culture. Kentucky Wesleyan produces highly qualified graduates who become successful professionals in the career of their choice and valuable members of their communities.

Kentucky Wesleyan College seeks a dynamic, goal-oriented Dean of Admissions and Financial Aid to lead the Admissions and Financial Aid Team. Reporting to the President, this full-time enrollment management professional provides leadership, direction, and support for the recruitment of freshman and transfer students while following the College’s strategic plan and objectives. The Dean also assists with the development and implementation of marketing strategies that increase the quantity and quality of new students and enhance student retention.

Responsibilities
The Dean of Admissions and Financial Aid is responsible for all aspects of and duties related to undergraduate recruitment at Kentucky Wesleyan College. Major responsibilities include but are not limited to:

- Supporting, coordinating and implementing the strategic recruitment plan for all undergraduate programs.
- Supervising all personnel and functions in the Office of Admissions and Financial Aid.
- Overseeing the undergraduate application process while ensuring optimal data management practices.
- Overseeing CRM systems for all recruitment, admissions and financial aid components.
- Managing all admission events, the campus visitation program, student ambassador program, alumni support and other related recruitment initiatives.
- Cultivating relationships with external organizations (e.g., schools, counselors, counselors, parents, professional organizations) and working collaboratively with campus offices and academic programs.
- Providing leadership and support to campus marketing initiatives to develop and enhance marketing and communications to targeted populations per the strategic planning and good practice.
- Utilizing technology and data analysis for strategic decision-making and to reach strategic objectives.
Supervising activities associated with the awarding of student financial aid and the administration of all aid funds to ensure accuracy, timeliness, completeness, and compliance with applicable regulations and policies while maximize the assistance and resources available to students and their families.

In collaboration with others, leveraging institutional merit and need-based funds to ensure the College’s desired outcomes regarding student recruitment and retention.

**Qualifications**
Applicants must have a master’s degree in Higher Education, Student Personnel, or a related field as well as 7 to 10 years of professional experience in Enrollment Management, Admissions, Financial Aid, and Student Affairs Administration. Required experience also includes three to five years in a leadership role (for example, Associate Director) and previous experience with the supervision of professional staff. Deep expertise in at least two areas of enrollment management is required, with demonstrable knowledge and experience with the other areas. Applicants must have excellent verbal and written communication skills and the ability to communicate effectively with members of various constituent groups.

**To Apply**
Please submit a cover letter, resume, and the names and contact information of at least three professional references to Cindy Sublett in Human Resources at csublett@kwc.edu.

Review of applications will begin immediately and will continue until the position is filled. The intended start date is in May 2016.

Kentucky Wesleyan College is an equal opportunity employer.

**About Owensboro**
Kentucky Wesleyan College is located in Owensboro, Kentucky, a vibrant, beautiful, and safe city on the Ohio River. Owensboro offers a big-city feel with southern charm and is easily accessible from metropolitan locations such as Evansville, IN; Louisville, KY; Nashville, TN; and St. Louis, MO.

With more than 20 annual celebrations, including the International Bar-B-Q Festival, Owensboro is known as Kentucky’s Festival City. Owensboro also has the distinction of being named one of the Top 50 Sports Towns in the United States by Sports Illustrated. BusinessWeek ranked the city the “Best Place to Raise Your Kids: 2010” in Kentucky based on the city’s low crime, outstanding school test scores, and a low cost of living.