

# Sam Houston State University Human Resources

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## Staff Classification Description – Assistant Vice President, Enrollment Management

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**Skill Category:** Executive/Administrative

**Position (Employee) Class:** 1M140

**Grade:** NC

**Date:** 7/2013

**Department:** Enrollment Management

**Educational & Experience Requirement:** Master's degree required. Five years professional experience in higher education, or a related field. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.

**Nature & Purpose of Position:** Market Sam Houston State University (SHSU) programs and courses (graduate and undergraduate), market undergraduate admissions (print and online), and coordinate the administrative information and marketing for undergraduate on-line programs. Directly responsible for Undergraduate and Graduate Admissions.

**Supervision Given & Received:** Reports directly to the Vice President for Enrollment Management and receives a broad direction of supervision. Provides supervision to the Director of Graduate Admissions, Director of Undergraduate Admissions, Online Admissions Counselor, and the Director of Career Services.

**Primary Responsibilities:** Markets SHSU programs and courses (graduate and undergraduate), markets for undergraduate admissions (print and online), coordinates the administrative information and marketing for undergraduate on-line programs on departmental websites. Coordinates enrollment information (content) on the administrative departmental websites with links to appropriate academic sites. Disseminates important public information. Performs website analytics monitoring that is essential in determining website marketing success. Acts as a liaison between administrative offices, colleges, and the SHSU Online for enrollment process. Serves as the campus lead for e-communications and serves as a member of the Banner Team Lead group. Serves as a Cognos report writer for the department. Attends regular meetings with deans and department chairs to discuss competitive markets, strategies, and data. Implements and maintains the Pathways project. Performs other related duties as assigned.

**Other Specifications:** Important contacts include deans, department chairs, and administration. Regular contact with university faculty and staff.

**This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.**

**Sam Houston State University is an at will employer and drug free/smoke free workplace. This position is security-sensitive and thereby subject to the provisions of the Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. The pay grade range is inclusive of social security benefit replacement pay.**

**Sam Houston State University is Committed to Equal Opportunity in Employment and Education.**