

DRAFT  
Composite Picture of Responsibilities  
**Director, Enrollment Management Services**  
University of Hawai'i at Mānoa

The University of Hawai'i at Mānoa, a Carnegie I Research, Land, Sea and Space Grant institution, seeks a highly skilled, experienced individual to fill the new position of Director of Enrollment Management Services.

**Duties:** Provides vision, leadership and administration of a wide range of programs and services designed to recruit, orient, enroll and retain students at the University, including the offices of Admissions, Registration, Records, Financial Aid, School and College Services and New Student Orientation; monitors, evaluates and revises the University's Enrollment Management Plan, consistent with goals provided in the University's Strategic Plan; plans and implements marketing strategies, activities, publications and programs relating to new student recruitment; works closely with faculty, staff, the University community and prospective students to successfully attain enrollment objectives of the institution. Reports to the Dean of Undergraduate Education.

**Minimum Qualifications:** Master's degree and seven years progressively responsible experience with comprehensive enrollment management activities at a major, public university; demonstrated record of achievement in implementing successful enrollment management programs at the university level including a successful marketing, promotions and recruitment record; supervisory experience relevant to the units to be administered; thorough knowledge of technological applications in enrollment management; experience in working in a diverse, multicultural environment; outstanding oral and written communication skills.

**Desirable Qualifications:** Ph.D; involvement in professional organizations related to enrollment management; experience working in both instructional and student service areas; background in statistical analysis and research.