



THE UNIVERSITY *of*
MISSISSIPPI

School of Law

University of Mississippi School of Law Senior Assistant Dean for Enrollment Management

[The University of Mississippi School of Law](#) seeks nominations and applications for a relational and engaging leader to serve as the Senior Assistant Dean for Enrollment Management. Reporting to [Dean Frederick C. Slabach](#) and serving as a member of his leadership team, the Senior Assistant Dean will provide direction in the areas of recruitment and admissions, enrollment marketing, and scholarships.

THE POSITION

The Senior Assistant Dean for Enrollment Management is responsible for developing and executing comprehensive law school enrollment management and marketing strategies to drive student recruitment and optimize enrollment outcomes consistent with the law school's strategic goals to provide student diversity, access, opportunity, success, and engagement. This role requires a visionary leader with a deep understanding of education trends, contemporary marketing approaches, and data-informed decision-making. The Senior Assistant Dean for Enrollment Management will develop and monitor enrollment objectives and marketing strategies, as well as ensure effective tactical plans and metrics are in place to achieve the Law School's enrollment goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The primary duties and responsibilities for the Senior Assistant Dean for Enrollment Management are as follows:

Strategic Leadership: Develop and implement a comprehensive enrollment management strategy including enrollment marketing, recruitment activities, data analysis, applicant evaluation and advising, and scholarship awards aligned with the law school's goals and objectives of student access, opportunity and success and collaborate with law school leadership to establish enrollment targets and priorities.

Enrollment Marketing: Lead the development of strategic marketing and communication initiatives to designated audiences and internal and external stakeholders, including digital, print, and social media channels, to effectively communicate the law school's value proposition in a way that aligns with the university's brand and resonates with target audiences. Enhance the law school's online presence through targeted digital marketing and communication initiatives, website and search engine optimization, social media marketing, and content marketing. Oversee the creation of admissions and law school marketing materials, to include brochures, digital ads, blogs, video content, and other traditional and digital assets aimed at prospective students and key stakeholders.

Admissions and Recruitment Management: Direct strategy and implementation of programs and procedures involved in the recruitment, evaluation, and selection of applicants seeking entrance to the law school. In support of achieving enrollment-related strategic goals, lead comprehensive recruitment efforts by implementing innovative on-campus events and virtual outreach, and attending local, regional and national law school fairs, conferences, and other relevant events to attract and enroll an academically strong student body. Analyze admissions files, make recommendations, and serve as a voting member on the Admissions Committee. Administer the scholarship award process in compliance with scholarship agreements. Supervise prospective student counseling and applicant engagement. Develop and coordinate the annual recruitment calendar. Engage yield strategies to convert admitted students into enrolled students, including campus visit programs and personalized follow-up. Collaborate with the alumni and giving office, the career services office and law school faculty to leverage alumni success stories, employer partnerships, and faculty research and expertise to use in marketing efforts.

Data Analysis and Insights: Utilize data analytics to assess effectiveness of marketing, recruitment, and scholarship strategies, including LSAC data, website traffic, social media and other first party data to improve performance and make data-driven recommendations for continuous improvement of enrollment efforts. Monitor enrollment trends and market conditions to adapt strategies continuously. Prepare reports on marketing and enrollment performance, sharing with the law school's leadership. Work with the law school's financial aid partner and the dean to strategically establish scholarship levels and dissemination of funds.

Team Management: Lead and mentor team of enrollment management

professionals. Foster a collaborative and innovative work environment to achieve law school goals. Oversee professional development and performance management for team members.

Collaboration and Outreach: Maintain familiarity with admission procedures, curriculum, scholarships, financial aid, and other university and law school procedural requirements. Partner with academic departments, alumni, and other law school and university stakeholders to promote programs and initiatives. Engage with external partners such as Law School Admissions Council, and associations of pre-law advisors to enhance recruiting efforts and expand outreach. Develop undergraduate pipeline programs and MOU's at colleges and universities to promote law school readiness and access for all well-qualified students. Represent the university at recruitment events, conferences, and public engagement. In consultation with the advancement office, identify enrolled students to receive endowed scholarships from university funds.

Budget Management: Develop and manage the budget for enrollment management activities and ensure the effective allocation of resources to maximize return on investment.

QUALIFICATIONS, SKILLS, AND CHARACTERISTICS

The successful candidate must have a bachelor's degree (Marketing, Business Administration or related field preferred); a graduate degree is also required (a J.D. is strongly preferred). A minimum of ten years of progressive experience in higher education enrollment management is desired, with at least five years in a leadership role within higher education; equivalent experience and leadership in fields other than higher education will be considered, but preference will be given to those with law school admissions experience.

In addition, the Senior Assistant Dean should demonstrate the following qualifications, skills, and abilities:

- Proven track record of developing and deployment of successful enrollment management strategies.
- Strong understanding of enrollment trends, data analytics, and digital marketing tools.
- Exceptional leadership, management, and interpersonal skills; a desire to work in a collaborative and transparent work environment with strong communication across all members of a team.
- Ability to work collaboratively with diverse teams and stakeholders; engagement with a variety of audiences, with the ability to conduct compelling presentations that communicate the School of Law's core values and outcomes.
- Excellent written and verbal communication skills; ability to communicate positively, effectively, transparently and authentically with leadership, colleagues, staff, and students.

- An appreciation of and commitment to further a culture that prioritizes diversity, access, opportunity and engagement.
- Strong project management skills, as well as budget management experience, and the ability to implement change, develop new initiatives, and establish priorities.
- Broad and deep knowledge of the higher education industry including knowledge of law school recruitment and contemporary marketing trends.

UNIVERSITY of MISSISSIPPI

Founded in 1848, the University of Mississippi is the flagship university for the state of Mississippi and is affectionately known to alumni, students and friends as Ole Miss. With more than 24,000 students on its several campuses, the University of Mississippi is the state's largest university, with a major medical school, nationally recognized law, pharmacy, and accountancy schools, and 15 academic divisions. The University's Sally McDonnell Barksdale Honors College has been named one of America's finest.

Included in the elite group of R-1: Doctoral Universities - Highest Research Activity by the Carnegie Classification, it has a long history of producing leaders in public service, academics and business. The University of Mississippi, consistently named by The Chronicle of Higher Education as a "Great College to Work For," has aggressively implemented many health and wellness initiatives for its more than 2,900 employees, and has consistently been named one of Mississippi's Healthiest Workplaces.

The University of Mississippi is a preeminent public international research university that aspires to be drivers of innovation and opportunity in Mississippi, the United States, and the world. As such, the University of Mississippi launched its new strategic plan in the fall of 2022, [Empower Now: Accelerating Discovery, Growth & Success](#). Built from previous plans, Empower Now represents the university's key institutional priorities and provides a unifying framework with a foundational commitment to equity.

SCHOOL OF LAW

Established in 1854, the University of Mississippi School of Law is the fourth-oldest state law school in the country. As an outstanding public law school, the University of Mississippi School of Law leads, excels, and inspires by preparing students for the practice of law in a changing global marketplace, expanding the horizons of legal knowledge through scholarly research, and serving diverse communities in the state, region, nation, and world. It is committed to providing its students with a first-class legal education while supporting career development. Their students leave with the tools they need to succeed in their future careers. As it pursues its mission, the Law School also has a special responsibility to the State of Mississippi as the State's only public law school and a central component of its flagship university.

In January 2011, the law program moved into a new home named for Robert C. Khayat, a law professor who had served as chancellor of the university from 1995 to 2009. The state-of-the-art, LEED-certified learning facility has been designed to facilitate community interaction among students and between students and faculty. The building also is designed to enhance clinical experiences for students and to host conferences for lawyers, judges, and legal scholars. The new School of Law features classrooms designed to encourage active learning among law students. The classrooms also accommodate the latest technology used by both faculty and students. An assortment of classroom sizes enables the School of Law to offer a number of small and medium-sized classes, providing an outstanding learning experience for its students. Housed in this new state-of-the-art facility, the [University of Mississippi Grisham Law Library](#), named for John Grisham (JD 1981), provides resources and services to support the teaching and research programs of the law school; the library is a comprehensive resource for legal research, offering access to a wide range of digital collections, databases, and study aids from major publishers.

The University of Mississippi School of Law is consistently recognized for its experiential learning opportunities. Through clinical programs, externships and advocacy organizations, such as the [School of Law's Pro Bono Initiative \(PBI\)](#), students work with licensed attorneys to represent real clients. With this practical experience, students are able to make a seamless transition from the classroom to their profession. The University of Mississippi School of Law also has several nationally recognized programs, [centers and institutes](#), such as the only ABA accredited program in air and space law. Finally, the School of Law has received many recognitions and accolades, including the following:

- Best Value Law School by National Jurist
- Honor Roll for Business Law by National Jurist
- Nationally Recognized Wellness Program by the American Bar Association
- Ranked #20 for Federal Clerkships by Percentage
- Leader in Access According to A Study in Rutgers Law Review

LOCATION

Oxford, a town of approximately 25,000 population is in central Lafayette County in northern Mississippi, a one-hour drive southeast of Memphis, Tennessee. Touted as the "Cultural Mecca of the South" by Lucky Magazine, ranked one of the "Top 10 Best College Towns" by Livability.com, and the "Best Small College Town" by USA Today, creativity abounds in Oxford as musicians, artists and writers alike find inspiration in Oxford's rich history, small town charm, and creative community.

Since Oxford, Mississippi was incorporated in 1837, the Historic Downtown Square has remained the cultural and economic hub of the city. The square is home to a variety of shops and elegant boutiques including the South's oldest department store. Around the bend, you will find one of the nation's most renowned independent bookstores and an art gallery featuring a variety of art forms and monthly showings. Extraordinary cuisine and comfortable inns are also abundant in downtown Oxford.

Known as the home of Nobel Prize-winning author William Faulkner, Oxford has been featured as a literary destination in publications such as *Conde Nast Traveler*, *Southern Living* and *Garden and Gun*. Many writers have followed in Faulkner's footsteps, making Oxford their home over the years adding to the literary reputation of the town including: Larry Brown, Barry Hannah, Willie Morris, and John Grisham (JD 1981) to name a few.

Annual events include the Oxford Film Festival and Square Jam; and Oxford has a diverse music scene with blues label Fat Possum Records and Sweet Tea Recording Studio both in town. Much of the culture, sports and entertainment in the area revolves around the vitality of the University of Mississippi from the Ford Center for the Performing Arts to the Vaught Hemingway Football Stadium.

For more information about Oxford, see <https://visitoxfordms.com/about-oxford/> and <http://www.oxfordms.net/>.

COMPENSATION AND BENEFITS

The University of Mississippi School of Law offers a competitive salary based on the skills and experience of the selected candidate, and a comprehensive package of benefits. [NES](#) search consultants will discuss the expected range of compensation. The selected candidate will reside in or near Oxford, MS in this visible campus and community based leadership position.

To learn about University of Mississippi School of Law's outstanding benefits, see the website: <https://olemiss.edu/hr/benefits/>

TO APPLY

To arrange for a confidential conversation or to nominate someone for this position, please contact Laura Robinson (laura.robinson@nessearches.com) or Mary Napier (mary.napier@nessearches.com). To apply, send 1) a resume, 2) a detailed letter of interest regarding your interest in the position of Senior Assistant Dean of Enrollment Management at University of Mississippi, and 3) contact information for five professional references by email to: olemiss@nessearches.com. For best consideration, submit materials by December 12, 2024; the search will remain open until the position is filled. The expected start date will be late February, 2025. All applications and nominations will be considered confidential, and notice will be given before references are contacted.

The University of Mississippi provides equal opportunity in any employment practice, education program, or education activity to all qualified persons. The University complies with all applicable laws regarding equal opportunity and affirmative action and does not unlawfully discriminate against any employee or applicant for employment based upon race, color, gender, sex, pregnancy, sexual

orientation, gender identity or expression, religion, citizenship, national origin, age, disability, veteran status, or genetic information.

