



GORDON
COLLEGE



POSITION DESCRIPTION

Vice President for Marketing and Enrollment

New England's top Christian college

Vice President for Marketing and Enrollment

Gordon College, Wenham, MA

Reports to: President

Member of the Senior Leadership Team

Full-time | On-site

Institutional Context

Gordon College is a Christ-centered comprehensive institution offering liberal arts, graduate and professional programs, integrating career-focused academics and an open-handed approach to faith formation. The College has a distinguished history of shaping students who lead lives of purpose, character and faith. Known for academic rigor and spiritual depth, the College has long been a respected voice within Christian higher education.

Over the past two years, the institution has taken meaningful steps to stabilize operations and strengthen its foundation for long-term health. With that groundwork in place, Gordon is now situated to focus on growth and innovation.

As we enter this next phase, the College seeks to mobilize our relationships with strategic organizations—churches, ministries, schools and camps—as part of our enrollment and marketing strategy and positioning these areas as central drivers of institutional vitality. To support this work Gordon is investing in a newly restructured marketing and enrollment division and seeking a seasoned, mission-driven executive to lead it. The College is looking for someone who is institutionally-minded with deep expertise, strong strategic instincts and a personal calling to advance Christ-centered education at a moment of great opportunity.

This is a pivotal senior leadership role—ideal for a results-oriented leader who thrives in complex environments, brings both vision and discipline and is motivated by the chance to make a lasting institutional impact. The ideal candidate will be equally comfortable crafting high-level strategy; executing on the ground; leading strong teams; driving measurable growth; and aligning marketing and enrollment efforts with the College's broader mission and vision.



Position Summary

The vice president for marketing and enrollment (VPME) is the institution's chief strategist for brand building and visibility, enrollment and recruitment, plus a key member of the Senior Leadership Team. Reporting directly to the president, the VPME oversees a high-impact portfolio that includes marketing, communications, PR, undergraduate admissions, graduate admissions, financial aid and admissions operations. In collaboration with the provost, the VPME also develops new pipelines for enrollment aligned with academic innovation and cultivates strategic partnerships with churches, ministries, Christian camps, schools and community colleges.

This role is central to the institution's future. We are seeking a competitive, compelling and results-oriented leader who can build on recent progress and lead Gordon into its next era of growth—in partnership with the Senior Leadership Team. The right candidate will bring strategic clarity, operational discipline and the ability to drive results through people, systems and cross-functional collaboration.

Key Responsibilities

Strategic Leadership & Planning

- In collaboration with the Senior Leadership Team, execute on the vision and strategic priorities of the College with an emphasis on learning by doing and continuous improvement.
- Lead the development and execution of a comprehensive, multi-year marketing and enrollment strategy that supports sustainable growth across undergraduate and graduate programs.
- Use data, research and market insight to set goals, inform decisions and monitor progress toward institutional objectives.
- Ensure alignment between marketing, enrollment, academic affairs, athletics, student life and institutional advancement.
- In partnership with the provost and the Transformation Office, develop new pathways and pipelines for lifelong learning marked by innovation and full integration of strategic partnerships with churches, ministries, Christian camps, schools and community colleges.
- Ensure all enrollment strategies reflect Gordon's Christ-centered mission, the breadth of Christian backgrounds we serve in our community and our open-handed, open-hearted approach to faith formation.



Operational Execution & Team Leadership

- Lead and develop a senior team across marketing, admissions, financial aid and enrollment operations.
- Build upon a culture of collaboration, innovation and accountability across the marketing and enrollment division.
- Oversee strategic financial aid awarding to optimize yield and net tuition revenue.
- Ensure effective use of CRM systems, funnel analytics and performance dashboards to support recruitment and decision-making.

Marketing & Brand Positioning

- Strengthen Gordon's visibility, value proposition and brand reputation in the marketplace with special attention given to digital marketing.
- Oversee enrollment marketing strategy for undergraduate, graduate, pre-collegiate and alumni audiences.
- Partner with internal stakeholders to ensure alignment between marketing, advancement and academic communications.
- Develop, implement and optimize comprehensive multi-channel digital marketing plans encompassing SEO, SEM, social media advertising and engagement, content marketing, email marketing and web-based communications—specifically tailored for student recruitment and engagement.
- Foster a data-driven culture within marketing and enrollment that utilizes web analytics, CRM data and other digital insights to analyze campaign performance, identify trends, forecast enrollment, optimize strategies and demonstrate clear ROI.
- Apply a strong working knowledge of current and emerging digital marketing platforms, marketing automation systems and content management systems. Ability to assess and recommend new technologies that enhances the prospective student journey and internal efficiencies.
- Build compelling digital content and storytelling that resonates with diverse prospective student and influencer audiences, articulates the College's unique value proposition and strengthens brand perception across digital touchpoints.
- Create personalized digital experiences and communication flows that guide prospective students through the enrollment funnel—from awareness and inquiry to application and matriculation—especially on mobile-first platforms.
- Lead, mentor and inspire a digital marketing team while fostering creativity and continuous improvement in a rapidly evolving digital landscape. Demonstrated effort to stay current with industry trends and adapt strategies to maintain a competitive advantage.
- Lead the College's public relations and earned media strategy, proactively identifying and securing high-impact opportunities to enhance institutional reputation and thought leadership.



- Oversee all institutional communications, ensuring consistent messaging, brand voice and crisis preparedness across all internal and external channels.
- Cultivate strong relationships with local, regional and national media outlets, positioning key college leaders, faculty and programs for positive coverage.
- Develop and implement strategies for proactive storytelling that generates positive earned media and elevates the College's profile in key areas of distinction.

Enrollment Management

- Lead, mentor and inspire an enrollment team, fostering creativity and continuous improvement in a rapidly changing landscape. Remain current with industry trends and adapt strategies to maintain a competitive advantage.
- Provide executive leadership and strategic direction for all undergraduate and graduate admissions functions, ensuring alignment with overall enrollment goals.
- Oversee the development and implementation of comprehensive recruitment plans, including targeted outreach, campus visit experiences and personalized communication strategies for diverse prospective student populations.
- Champion a student-centric approach within the admissions process, ensuring a welcoming, supportive and efficient experience for all applicants and their families.
- Lead efforts to analyze admissions data, identify key trends and adapt recruitment strategies to respond effectively to market shifts and achieve enrollment targets.

Qualifications

- 7-10+ years of progressive leadership experience in enrollment management or enrollment marketing—ideally at the vice president level or equivalent.
- Proven success leading enrollment strategy, financial aid optimization, student recruitment and marketing execution.
- Demonstrated experience in innovative pipeline development, institutional turnaround, enrollment recovery or rebuilding growth capacity.
- Track record of building high-performing, accountable teams and managing senior-level staff.



- Deep understanding of student decision-making, enrollment marketing, net tuition strategy and market dynamics in higher education.
- Deep expertise in setting an institutional marketing approach—including leveraging digital marketing strategies and technologies to achieve enrollment goals and enhance the College's brand presence.
- Executive presence, collaborative capacity and experience working with cabinet-level peers, trustees and cross-functional teams.
- Exceptional communication, analytical and organizational skills.
- Strategic thinker and skilled executor who can build momentum, drive change and deliver measurable results.
- Relational leader committed to transparency, collaboration and shared goals.
- Personal alignment with the mission, values and faith commitments of a Christ-centered institution of higher learning.

Application Process

Application review will begin immediately and will continue until the position is filled. Applicants may start the application process at gordon.edu/professionalapplication. Nominations and inquiries may be submitted to hr@gordon.edu. Applications received by Friday, September 5, 2025, will be given full consideration.

Gordon College is located on the North Shore of Boston in Wenham, MA, and is the only nationally ranked, multid denominational Christian college in New England. Gordon believes students and professionals should be equipped to flourish in an uncertain and changing world, which is why career-focused academics blend with a life-giving faith community to prepare Christians to make a difference with hope and confidence. With over 125 academic programs, Gordon currently serves 1,300 undergraduate and 275 graduate students.

For more information visit www.gordon.edu.

Mission Statement

Gordon College strives to graduate men and women distinguished by intellectual maturity and Christian character, committed to lives of service and prepared for leadership worldwide.