

## Executive Director of Marketing and Growth - Online College

Valdosta State University

**FLSA Status:** Exempt (Executive)

**Job Type:** Full Time

**Position Location:** On Campus (Valdosta, GA)

**Posted:** May 27, 2025

**Application Due:** Open Until Filled

**Please Apply:**

[https://careers.hprod.onehcm.usg.edu/psp/careers/CAREERS/HRMS/c/HRS\\_HRAM\\_FL.HRS.CG\\_SEARCH\\_FL.GBL?Page=HRS\\_APP\\_JBPST\\_FL&Action=U&FOCUS=Applicant&SiteId=1&JobOpeningId=285951&PostingSeq=1](https://careers.hprod.onehcm.usg.edu/psp/careers/CAREERS/HRMS/c/HRS_HRAM_FL.HRS.CG_SEARCH_FL.GBL?Page=HRS_APP_JBPST_FL&Action=U&FOCUS=Applicant&SiteId=1&JobOpeningId=285951&PostingSeq=1)

**Desired Start Date:** July 7, 2025 or sooner

Valdosta State University (VSU) seeks a results-oriented and entrepreneurial Executive Director to grow and successfully build Georgia's innovative online higher education option into a recognized national brand. The successful candidate will lead VSU's Online College for Career Advancement (OCCA) and be charged with meeting ambitious enrollment growth targets, expanding degree program offerings, advising marketing efforts, and partnering with academic Deans to oversee the growth of faculty and staff to keep pace with enrollment increases. This position will serve on VSU's campus in Valdosta, Georgia and shall not be remote.

### ***About the University***

Valdosta State University is a comprehensive University within the University System of Georgia that currently enrolls more than 10,000 students. VSU is a welcoming and vibrant community dedicated to offering career-focused academic and experiential programs that meet student and workforce demands. Our world-class university fulfills its mission via a traditional immersive undergraduate experience offered on a beautiful Southern campus, growing OCCA programs that offer a best-in-class degree-completion experience for working adults, and an award-winning Graduate School that prepares a next generation of leaders for multiple career disciplines.

### ***About VSU's Online College for Career Advancement***

Launched in 2021 with support from the University System of Georgia Board of Regents, the Online College was started to better serve the more than 67,000 Georgians and countless other adult learners with some college but no degree across the United States currently enrolled in higher-cost national providers outside of Georgia. The Online College offers students innovative, easy-to-navigate courses built by professional course designers and facilitated by caring faculty as part of a learning setting in which students receive career-focused instruction, fast review of transfer credit, personal mentor/coaching and remote advising as well as all course books and supporting materials for the all-inclusive low price of \$299 per credit hour. Since inception, the online college's enrollment has continued to have double-digit increases year over year.

<https://www.valdosta.edu/colleges/career-advancement/>

### ***About Valdosta, Georgia***

With nearly 140,000 residents calling the metropolitan statistical area home, Valdosta is often referred to as one of the most beautiful small cities of the South. It hosts striking architecture, natural beauty, a mild climate, and superb recreational options that include hunting, fishing, golf, dining, shopping, live music, Georgia's Official Music Theater, a symphony orchestra, and a top-30-in-the-USA theme park. The quality of life in "South Georgia's Capital City" is further enhanced by Valdosta's proximity to large cities (Atlanta, Jacksonville, and Orlando) and both Gulf and Atlantic beaches. <https://www.visitvaldosta.org/>

### ***Primary Duties and Responsibilities:***

#### **Leadership, Direction, and Supervision**

Responsible for building upon the program's early successes and achieving sustained rapid enrollment growth in keeping with ambitious targets. Oversee the delivery of innovative career-oriented degree programs that meet student and workforce demands. Lead the development of, update as needed, and meet the goals of a comprehensive aggressive business plan.

#### **Manage Operations**

Assume major management responsibility for OCCA. This would include the direct management of the advising and mentor/coach teams as well as indirect support for OCCA-focused and funded positions across the university. Develop it into a recognized national brand. Make administrative and procedural decisions, assign duties, and promote efficiency. Drive all functions related to development and execution of a comprehensive business plan. Serve and celebrate with adult learners desirous of degree completion and career advancement.

#### **Marketing**

Work closely with the University Marketing team to direct the formation of a comprehensive marketing strategy to sustain existing and develop new markets for the program. Analyze trends, recommend and execute shifts in strategy and tactics to reach established targets to best ensure the admissions top of funnel growth remains vibrant.

#### **Subject-Matter Expert**

Understand distance learning and technology. Plan, organize, and implement assigned responsibilities. Oversee the implementation and consistent use of inventive solutions targeting new student recruitment, regular course revision, degree program expansion, and an innovative student mentor/coaching model for needed student support. Ensure that course and program participation remain consistent and easy-to-navigate for adult learners. Ensure ongoing and frequent faculty and mentor/coach engagement with students.

#### **Collaboration**

Collaborate with relevant leadership regarding planning and program improvements. Represent the university and online college to internal and external groups and individuals. Seek out and formalize partnerships with large- and mid-size employers throughout Georgia and beyond who are interested in supporting the ongoing advancement of their existing employees; advance partnerships with state and national community and technical colleges as well as the University

System of Georgia; and partner with academic deans and other university senior leaders to ensure that courses and degree programs remain fresh, relevant, and meet our established standards for high quality.

### **Manage Budget**

Lead the annual budget development and future projection process for all OCCA cost centers. Anticipate needs and track expenses. Operate within established budgets and effectively manage capital and operating budgets.

### **Policy and Procedure**

Establish and administer policies and operating procedures to support the online college. Ensure compliance with all University policies, procedures, and practices; the Family Educational Rights and Privacy Act (FERPA), Title VII, Title IX, ADA, and other applicable laws.

### ***Minimum Qualifications***

Master's Degree from a regionally accredited postsecondary institution and ten (10) years of work experience in higher education, professional development, or corporate setting. At least seven (7) years must have been in a supervisory role.

Requires completion of VSU's Annual Compliance Training course

Position Requires a Criminal Background Check

Position Requires a Credit Check

### ***Candidacy skills:***

The ideal candidate will have

- A proven history of customer-focused engagement with associated success metrics;
- A detailed knowledge of the unique needs of adult learners and an understanding of what they desire;
- An entrepreneurial focus on success with demonstrated results-oriented outcomes;
- A proven record of success, achieving measurable results that lead to career progression;
- Successful supervisory experience;
- Strong conflict resolution demonstrated experience;
- An established track record of innovation and a demonstrated willingness to challenge the status quo;
- A strong desire to support and facilitate the academic and career success of adult learners;
- Successful experience in an innovative higher education setting or in a similar emerging field;
- A demonstrated commitment to student success;
- A strong network with business, military, and/or community/technical college leaders; and
- A vision for the future of higher education that aligns with VSU's desire to be a strategic and forward-thinking university.

### **Compensation**

The Executive Director's salary will be approximately \$122K. A higher salary can be considered for candidates who possess knowledge and experience that significantly demonstrates a deeper mastery of minimum qualifications and candidacy skills listed.

### **Application Process**

Interested candidates should submit their resume, cover letter, and the names and contact information for five professional references through the normal application process at [https://careers.hprod.onehcm.usg.edu/psp/careers/CAREERS/HRMS/c/HRS\\_HRAM\\_FL.HRS\\_CG\\_SEARCH\\_FL.GBL?Page=HRS\\_APP\\_JBPST\\_FL&Action=U&FOCUS=Applicant&SiteId=1&JobOpeningId=285951&PostingSeq=1](https://careers.hprod.onehcm.usg.edu/psp/careers/CAREERS/HRMS/c/HRS_HRAM_FL.HRS_CG_SEARCH_FL.GBL?Page=HRS_APP_JBPST_FL&Action=U&FOCUS=Applicant&SiteId=1&JobOpeningId=285951&PostingSeq=1). VSU reserves the right to contact additional references for candidates who agree to be finalists. Initial review of materials will begin May 27, 2025, and continue until an appointment is made.

Valdosta State University is an equal opportunity educational institution. It is not the intent of the institution to discriminate against any applicant for admission, or any student or employee of the institution based on the age, sex, race, religion, color, national origin, disability, or sexual orientation of the individual.

### **Supervisor Expectations**

- A proactive strategist with demonstrated outcomes that meet and exceed established goals.
- A leader of change and agility.
- Demonstrated use of data analytics to set and manage growth enrollment goals.
- Ability to motivate direct and indirect reports as well as the OCCA supporting team to meet expectations.
- A problem solver having productive outcomes.
- Demonstrated engagement with 'top of funnel' applicant prospects leading to enrollment success.
- Demonstrated knowledge of and engagement with a self-funded initiative.
- Ability to project future goals for a 1-to-5-year time horizon using historical and industry analytics.