

Executive Director The Online College for Career Advancement



Valdosta State University

FLSA Status: Exempt (Executive)

Job Type: Full Time

Application Due: Open Until Filled

Valdosta State University (VSU) seeks a results-oriented and entrepreneurial Executive Director to grow Georgia's most innovative online higher education option into a recognized national brand. The successful candidate will provide executive management of VSU's Online College for Career Advancement and be charged with meeting ambitious enrollment growth targets, advising marketing efforts, and expanding brand awareness. This position will serve on VSU's campus in Valdosta, Georgia and will 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, a growing Online College for Career Advancement that offers a best-in-class degree-completion experience for nontraditional learners, 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, the Online College for Career Advancement was started to better serve nontraditional learners across Georgia and the United States. It offers students innovative easy-to-navigate courses built by professional course designers working with faculty subject matter experts and facilitated by caring faculty as part of a learning environment in which students receive career-focused instruction, personalized concierge coaching, fast review of transfer credit, and all course materials for the inclusive low price of \$299 per credit hour. Enrollment in the Online College's first year exceeded the university's year four target, and rapid future growth is anticipated.

<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 Musical 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

Operational Leadership

Oversee the Online College for Career Advancement, ensuring that it delivers student-centered, affordable, and career-oriented degree programs that meet student and workforce demands. This work will include, but not be limited to, managing a team of caring Concierge Coaches and partnering with professional course designers as well as with the Deans of VSU's academic colleges to recruit, train, compensate, and mentor faculty.

Branding & Marketing

Build the Online College for Career Advancement into a national brand by partnering with the university's marketing team to develop, execute, and update as needed a comprehensive marketing campaign that builds brand awareness and attracts new learners.

Growth & Student Success

Oversee the Online College for Career Advancement's recruitment and retention efforts to meet ambitious enrollment growth targets. This work will include, but not be limited to, developing innovative recruitment strategies, formalizing partnerships with employers interested in supporting the growth of their employees, promoting degree pathways with existing community and technical colleges, and leading the college's innovative concierge coach approach to student support.

Minimum Qualifications

Master's degree from a regionally accredited postsecondary institution and ten (10) years of relevant work experience. At least seven (7) years must have been in a supervisory role. Requires completion of VSU's annual compliance training course, a criminal background check, and a credit check.

The Ideal Candidate Will Possess

- An entrepreneurial focus with a proven record of business, customer or student growth;
- A proven history of customer-, user-, or student-focused engagement;
- A demonstrated knowledge of marketing, branding, sales, and/or nontraditional markets;
- An established record of innovation and a willingness to challenge the status quo; 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 may be considered for candidates who possess knowledge and experience that significantly exceeds the minimum qualifications. Further, the Online College for Career Advancement Business Plan supports the growth of the position's rank and compensation in future years to keep pace with and recognize program and enrollment growth.

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. VSU reserves the right to contact additional references for candidates who agree to be finalists. Initial review of materials will begin January 3, 2023 and will continue until an appointment is made.

Valdosta State University is an Equal Opportunity educational institution and has a strong institutional commitment to diversity. In that spirit, we are particularly interested in receiving applications from a broad spectrum of people, including, but not limited to women, minorities and individuals with disabilities. Valdosta State University has a non-discrimination policy that includes sex, race, color, sexual orientation, religion, age, marital status, national origin, disability, and veteran status.