Vermont Law and Graduate School (VLGS), invites inquiries, nominations, and expressions of interest for the position of associate vice president for enrollment and marketing.

Founded as Vermont Law School in 1972, Vermont Law and Graduate School has attracted students and faculty with a passion for service, a concern for social justice and an interest in pursuing education as a means to make a difference in the world. Consistently ranked among the nation's best environmental law schools by *U.S. News & World Report*, Vermont Law and Graduate School is home to the most comprehensive [environmental law program i](https://www.vermontlaw.edu/academics/centers-and-programs/environmental-law-center/statistics)n the country. Groundbreaking programs in [restorative](https://www.vermontlaw.edu/academics/specializations/restorative-justice) [justice](https://www.vermontlaw.edu/academics/specializations/restorative-justice), [energy](https://www.vermontlaw.edu/academics/specializations/energy-law) and [food and agricultural law](https://www.vermontlaw.edu/academics/specializations/food-agriculture-law) prepare students to take the lead in solving the world's most complex and significant problems. In fall 2021, enrollment totaled 660 across the institution's J.D., masters, LL.M., dual degree, and non-degree programs.

Vermont Law and Graduate School has come to stand for innovation in pioneering programs, centers, clinics, and curricula. It now has the opportunity to transform itself to lead in law and policy education in ways that adapt to a rapidly changing world. Successful online programs have extended the institution's reach beyond its physical location in the Green Mountains of Vermont. The associate vice president for enrollment and marketing will join the institution as it launches an updated brand of Vermont Law and Graduate School, looks to develop novel programs and expand existing ones, and welcomes a [new](https://www.vermontlaw.edu/president) [president](https://www.vermontlaw.edu/president) starting July of 2022.

This will be an exciting opportunity to help an institution build something that will appeal to a wider audience of prospective students. Reporting to the president, the associate vice president will provide innovative and strong leadership to grow enrollment, increase revenue, and reinforce the institution's brand identity and integrity. This new leader will find a supportive senior administration team, and will be a key thought partner to develop strategies for new program and degree creation, pricing, and marketing. It will be important for the associate vice president to implement a data-driven and innovative approach to create the optimal enrollment mix across the institution's programs.

Vermont Law and Graduate School seeks an enrollment and marketing professional with an established record of achievement in identifying and implementing new revenue streams and moving an institution's programmatic strengths to greater levels of distinction and enrollment success. The ideal candidate will understand the overall trends and challenges in graduate school education; help the institution capitalize on opportunities with respect to student interest, market demands, and modalities (i.e., online) for graduate education; possess business savvy and demonstrate the ability to put together financial models to project out revenues and discounts to achieve institutional objectives. A commitment to diversity, equity, and inclusion; ability to build and motivate a highly effective, professional, and cohesive team; and a sense of urgency, initiative, and excitement for the future of graduate education will be assets for this role.

All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a CV or resume and a letter of interest addressing the themes in the leadership profile. Application materials should be submitted to WittKieffer’s [candidate portal](https://candidateportal.wittkieffer.com/login?returnUrl=%2Fdescription%3FjobID%3D23610). Nominations and inquiries can be directed Shelley Arakawa, J.D. and Ashlee Winters Musser at [VermontLaw-GradAVPEM@wittkieffer.com](mailto:VermontLaw-GradAVPEM@wittkieffer.com).

Vermont Law and Graduate School is committed to cultivating and preserving a culture of inclusion and connectedness. We grow and learn better together with a diverse group of faculty, staff, and students. In recruiting for faculty and staff, we seek unique backgrounds to enrich and challenge our community. As part of our commitment to compliance with the Americans with Disabilities Act, candidates who meet the qualifications for this position and who require accommodations to apply should contact Human Resources at [jobs@vermontlaw.edu](mailto:jobs@vermontlaw.edu). Vermont Law and Graduate School strives to raise the bar for being an Equal Opportunity Employer, and we prohibit discrimination based on race, color, religion, ancestry, sex, sexual orientation, gender identity, age, national origin, place of birth, marital status, disability, veteran's status, HIV status, pregnancy, genetic information, health insurance status, and crime victim status.

Note: All job requirements are subject to possible revision to reflect changes in the position requirements or to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a threat or risk to the health and safety of themselves or other employees. This job description in no way states or implies that these are the only duties to which will be required in this position. Employees will be required to follow other job-related duties as requested by their supervisor/manager (within guidelines and compliance with Federal and State Laws). Continued employment remains on an “at-will” basis.