



Job Description

Organization: NEW ERA COLLEGE OF ARTS, SCIENCE AND TECHNOLOGY

Job Title: VICE PRESIDENT, ENROLMENT & STUDENT ADVANCEMENT (VPESA)

Role: ADMINISTRATION

Level: EXECUTIVE MANAGEMENT

Responsibility: DIVISION OF ENROLMENT AND STUDENT ADVANCEMENT

Reporting To: PRESIDENT

Employment: FULL-TIME CONTRACT

Term: 3 –YEARS

Location: GABORONE, BOTSWANA

Start: 1st April 2026

Job Summary

The Vice President for Enrolment and Student Advancement (VPESA) shall be appointed by the President and is an Executive Management position responsible for leading and advancing the institution's strategic priorities in student enrolment, success, and advancement. This role provides visionary leadership in student recruitment, enrolment management, retention, student success and affairs, financial aid, and alumni engagement. As a member of the Executive Management team, the VPESA contributes to the overall mission of the institution by driving inclusive growth, improving student outcomes, and fostering long-term relationships with alumni and stakeholders. The VPESA reports to the President and may be invited to Council meetings and shall provide detailed information to support the President's report to Council when necessary.

Key Responsibilities

1. Student Enrolment Strategy & Institutional Growth

- Oversee institutional enrolment planning aligned with the university's strategic plan.
- Develop and implement data-driven enrollment growth strategies.
- Monitor enrollment performance, yield, and market positioning.

2. Recruitment, Admissions & Market Development

- Provide leadership over recruitment and admissions operations.
- Strengthen domestic and international recruitment pipelines.
- Ensure ethical, transparent, and compliant admissions practices.

3. Student Success, Retention & Progression

- Lead initiatives to enhance student engagement, retention, and completion.
- Collaborate with Academic Affairs and ensure student support services.
- Oversee academic advising, orientation, and student success interventions.

4. Scholarships, Financial Aid & Access

- Develop equitable financial aid and scholarship frameworks.
- Oversee transparent administration of student funding programs.
- Align financial aid strategy with enrollment yield objectives.

5. Advancement, Alumni Relations & Engagement

- Lead alumni relations and advancement strategies.
- Develop alumni engagement, mentorship, and fundraising initiatives.
- Strengthen lifelong relationships between graduates and the institution.

6. Data Analytics, CRM & Market Intelligence

- Oversee the use of CRM platforms and enrolment analytics.
- Lead market research and demand forecasting activities.
- Utilize data to inform strategic decision-making and planning.

7. Collaboration & Institutional Leadership

- Collaborate with Academic Affairs, Finance and Institutional Effectiveness
- Represent the institution in enrollment and student success forums.
- Contribute to executive leadership and institutional strategy.

Key Competencies and Skills

- Strategic leadership and enrolment planning expertise.
- Strong understanding of enrolment analytics and CRM systems.
- Change management and innovation capability.
- Financial and operational acumen.
- Collaborative leadership and communication skills.
- Commitment to equity, access, and student success.

Minimum Requirements

Education

- Bachelor's degree in Higher Education, Business, Marketing, or a related field (required).
- Master's degree in Higher Education, Business, Marketing, or a related field (preferred).

Work Experience

- Minimum of 10 years of progressive leadership experience in business, enrolment, or student affairs (required).

Application Requirements

- New Era Employment Application Form
- Curriculum Vitae
- Cover Letter
- Certified copies of educational and professional certificates
- Certified copy of Passport or National Identification
- Three (3) recent professional references (within the last 2 years)

Statement of Stewardship and Ethics

Employees of New Era College of Arts, Science and Technology are expected to uphold the highest standards of ethics, accountability, transparency, and service excellence. The College promotes diversity, equal opportunity, and responsible stewardship in all its operations and interactions.

HOW TO APPLY

Click the link below to access the Employment Application Form

<https://forms.gle/Qb3ZdnV4F6aN65GV8>

Closing Date: 6th March 2026