



# *International Strategic Enrolment Manager*

*Camosun International*

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**Posting:** A17-15                      **Closing Date:** Open until filled  
**Position Type:** Continuing                      **Workload:** Full-time  
**Start Date:** As soon as possible

**Note:** Applicants to competition A17-11 need not reapply.

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## **ORGANIZATIONAL OVERVIEW**

Camosun College is a comprehensive community college located on the traditional territories of the Coast and Strait Salish peoples serving the people of the Greater Victoria Region of British Columbia. Guided by an inspiring strategic plan and administered by a professional community of talented faculty, staff and senior executives, Camosun enrolls 18,000 learners each year, including over 1,100 Indigenous students and 1,100 International students. The College has an operating budget of over \$123 million. Across two campuses, Camosun offers more than 160 certificate, diploma, and bachelor's degree programs in arts, sciences, business, health and human services, trades, technologies, sport education, Indigenous studies and adult upgrading. The College is committed to values of relationship with community, inclusiveness, and respect. As a community, we commit to the process of Indigenization of the college – including both programs and services - and to use this learning to improve the learning experiences for the exceptionally diverse range of student needs and backgrounds present within the Camosun community supporting the commitment to lifelong learning and positive student experiences.

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## **POSITION SUMMARY**

Reporting to the Director, Camosun International, the International Strategic Enrolment Manager (ISEM) provides leadership in International strategic enrolment management (ISEM) with responsibility to manage Camosun International's student admissions, marketing and recruitment. The ISEM works closely with the Registrar, Deans and Directors to promote and

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advance the enrolment of engaged international learners to the College. As part of the leadership team, the position is responsible for the identification, development, advancement, implementation and assessment of operational strategies, tactics, structures and strategic enrolment practices and procedures in the recruitment and admission of International students to College programs. Ensures compliance with admissions and registration-related policies and procedures as defined by the College, and registrar, and works collaboratively with the registrar to make recommendations for continuous process improvement where applicable.

A competitive salary, opportunities for professional development and an excellent benefit package are offered.

Apply online at [www.camosun.ca/careers](http://www.camosun.ca/careers). We would like to thank everyone in advance for applying, as only those selected for an interview will be contacted.

***Camosun College is an Equal Opportunity Employer***

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*The full job description follows below.*

## **JOB DESCRIPTION**



### **EXEMPT JOB DESCRIPTION**

**Title:** International Strategic Enrolment Manager

**Date:** July 11, 2017

**Department:** Camosun International

**Supervises:** 12-15

**Reports To:** Director

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#### **A) ORGANIZATIONAL OVERVIEW**

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#### **B) JOB SUMMARY**

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### **C) REPORTING RELATIONSHIPS**

The ISEM will facilitate the responsibilities of the Role with a team of 12-15 excluded, contract and unionized professionals.

### **D) ESSENTIAL JOB FUNCTIONS**

Under the limited direction of the Director International, the ISEM is accountable for the following:

#### **Leadership in International Recruitment and ISEM:**

1. Provides leadership, building and maintaining a cohesive team of recruitment and admissions professionals responsible for the recruitment and admission of International students;
2. Represents the College, as appropriate, engaging with colleagues at other institutions, government organizations and international associations on best industry practices and aligning Camosun College to those practices;
3. Work with stakeholders and the college community to advance the College's international strategy of recruiting students ready for success at Camosun;
4. Designs and advances enrolment management strategies focused on recruitment and retention of international students who have demonstrated through their academic records motivation towards learning success and engagement in their studies;
5. Develop strategies to position Camosun College as an attractive choice for highly engaged prospective international students;
6. Tracks international student recruitment statistics and reports regularly to the Director on international student enrolment, retention and success rates;
7. Problem-solves and advises on strategies to meet enrolment targets;
8. Establishes and models' standards of excellence related to ethical behavior, quality, efficiency, superior levels of client service, while following policies and practices outlined by the College;

#### **Operations Management:**

1. Manages budgets, fiscal and other business matters for International Marketing and International Strategic Enrolment in accordance with Camosun College policies;
2. Manages the implementation of College policies and procedures relevant to International Admissions, Marketing and Recruitment activities, and ensures that policy or procedural interpretations related to admissions and/or registration are validated in consultation with the College Registrar;
3. Works with the Registrar to ensure compliance with policies and practices;

4. Oversees the human resources planning, strategically ensuring that staffing will meet current and future goals and objectives for International marketing and recruitment services ;
5. Responsible for updating job descriptions, ensuring adequate staffing, recruitment, hiring, performance management and discipline;
6. Responsible for the effective management of resources to meet appropriate service standards;
7. Responsible for keeping up to date on legislated requirements of the IRCC Study permit program and insuring Camosun College is using best practices to meet those requirements;
8. Ensures that appropriate professional development opportunities are made available to Admissions, and Recruitment staff to meet the International Office's ongoing need for growth and change;
9. Ensures an effective, efficient and co-operative work environment;

#### **Planning and Development:**

1. In the context of the College's Strategic Plan, works with the Director to develop strategic directions for International student recruitment ; responsible for implementing these strategic directions and for developing and implementing tactical recruitment plans;
2. Liaises with College Deans and faculty members to strengthen the enrolment of engaged learners to Camosun College;
3. Assists the Director in identifying programs where International student access may be negotiated;
4. Collaborates with the Office of the Registrar to promote and implement practices needed to facilitate admissions, registration, credit recognition and credentialing services for international students;
5. As part of the International management team, leads the facilities equipment planning necessary to support the physical growth of their unit, as appropriate;
6. Works collaboratively and proactively with all other College service units, including Human Resources, Purchasing, Risk Management, Finance and ITS, as needed;

#### **Communications:**

1. In collaboration with the Marketing and Communications Office, leads the Camosun College International Brand, and oversees its reflections in information, promotion and marketing for international students;
2. Works to ensure that Camosun College has an appropriate level of effective International online presence and that emerging media is used to its best advantage and in keeping with approved branding policies and strategies;
3. Maintains a strong knowledge of up-to-date developments in the field of IE and develops and maintains an extensive worldwide professional network;
4. Participates in external IE events, acting as required as presenter and speaker, to increase the reputation of the College;

## **E) OTHER FUNCTIONS AND RESPONSIBILITIES**

1. May act on behalf of the other divisional workplace leaders as required;
2. Performs other related duties as required;

## **F) KNOWLEDGE, SKILLS AND ABILITIES**

1. Demonstrated knowledge of and experience in international strategic enrolment management (ISEM); evidence of successful recruitment and retention results using international strategic enrolment management;
2. Extensive knowledge of the Canadian post-secondary system and trends in Canada and internationally;
3. Thorough knowledge of the federal Immigration, Refugees and Citizenship Canada policies and procedures, and other national/provincial policies related to international students in postsecondary education;
4. Strong interpersonal skills, including negotiation, mediation, diplomacy, conflict resolution and intercultural communications, with a demonstrated commitment to collaborative and consultative processes;
5. Excellent English language written and verbal skills, including strong skills in report, letter and speech writing and in public speaking;
6. Demonstrated success in cost effective use of recruitment budgets;
7. Preferred; Bilingual/multilingual with key market languages such as Mandarin, Spanish, Korean, Vietnamese;
8. Ability to embrace change;
9. Advanced knowledge of international recruitment landscape, best practices;
10. Extensive knowledge of best practices in managing agents/Education Consultants;
11. Skilled in analyzing key drivers and developing action plans in response;
12. Advanced understanding of integrated marketing and communication principles and proven ability to operationalize in an international recruitment environment;

## **G) QUALIFICATIONS**

1. Minimum of a Bachelor's degree from a recognized post-secondary institution in a relevant field (e.g., Education, Administration, Organizational Leadership, Marketing);
2. 5-7 years of related work experience, including diversified work experience in several aspects of international education including supervision and management experience in International admissions and recruitment, managing country portfolios, immigration and developing strategic plans;
3. Must have 3-5 years of progressive experience working in international admissions;
4. Must have 3-5 years of progressive experience in international marketing and recruitment;
5. Experience in employee performance management, particularly in a unionized environment;
6. Considerable experience and proof of successful results in international marketing, recruitment, and student enrolment services;
7. Successful experience in working with faculty, administrators and senior management to accomplish the goals of an International office;