



Director Marketing and Recruitment

For more than two decades, Navitas has accelerated the internationalization of university campuses around the globe, providing international students greater opportunity and access to high-quality learning experiences. Our North American university partners include Simon Fraser University, University of Manitoba, University of Massachusetts Lowell, University of Massachusetts Dartmouth, University of Massachusetts Boston, University of New Hampshire, Florida Atlantic University, University of Idaho, and Richard Bland College of William & Mary. We are part of the Navitas group that also includes colleges in Australia, New Zealand, Singapore, Sri Lanka and the United Kingdom.

Navitas is seeking to employ an experienced **Director Marketing and Recruitment** to join our highly successful Fraser International College (FIC), which partners and is located on the campus of Simon Fraser University in Burnaby, BC, Canada. This is a full-time ongoing position.

This position is responsible for the recruitment of students to FIC. Working with the College Director and Principal FIC and the Vice President, Marketing and Recruitment Navitas North America, the **Director Marketing and Recruitment** ensures that sales and growth targets are met.

This is a highly visible position that consults closely with senior management and functional leaders of Navitas and Simon Fraser University to assure that corporate initiatives are implemented and managed appropriately. This position functions as a key person accountable for new student recruitment and sales management at FIC.

KEY RESPONSIBILITIES

Sales

- Develop and execute recruitment plans
- Develop and achieve FIC new student recruitment goals
- Coordinate quarterly, annual and long range business plans including incentive schemes and marketing proposals
- Achieve overall fiscal and operating objectives
- Manage the FIC recruitment budget to achieve agreed cost of acquisition
- Monitor application source results (Source country offices) and cost effectiveness (Advertising and Promotions, travel, agent costs and incentives).

Marketing Communications

- Liaise with the Marketing Communications team to review effectiveness of all marketing collateral including the sales toolkit, website, brochure and country specific materials
- Ensure all materials are fit for purpose and appropriate for all key target markets

Stakeholder Engagement

- Assist in the training, development, motivation, and ongoing management of Business Unit Marketing staff including monthly, quarterly and annual reviews; new hire and existing training; succession planning and retention strategies
- Assist with training and sales management; mentorship of other Navitas recruitment and marketing staff
- Manage personnel and culture to increase collaboration and cross-selling opportunities across all Navitas business units
- Manage high level relationships with key Source Country Directors and Source Country Office key recruitment staff
- Assist the Director of Admissions to enhance admissions processes to ensure efficient and effective enrolment practices

- Collaborate with BU leadership to allocate resources and maintain an understanding of critical issues and solutions
- Manage the relationship with the partner university's marketing and recruitment team including joint travel and high level partner university travel

Systems and Reporting

- Use best practice CRM processes to track, manage and convert sales pipeline
- Conduct overall analysis of sales forecasts, market trends, performance and budgets.
- Produce competitive positioning tables and reports for use in goal setting and planning

QUALIFICATIONS AND SELECTION CRITERIA

Essential Skills, Knowledge and Experience

- Minimum of a Master's degree.
- At least 10 years' progressively responsible leadership experience within postsecondary career education. Experience should include that of a Marketing Director.
- Business acumen and prior direct P & L responsibility.
- Ability to successfully lead and interact with individuals from a variety of settings including: business, academia and financial services
- Excellent communication skills, both written and oral.
- Strong interpersonal skills with supervisor and staff populations.
- Superior organization, prioritization, and self-motivation skills.
- Strong computer literacy skills.
- Ability to interact effectively as a member of a team and work collaboratively with other functional areas.
- Ability to inspire, motivate and lead a sales team.
- Ability to listen to customers (e.g. students, staff, etc.) and to understand and respond positively to their requests.
- Ability to work without close supervision and to set one's own priorities and work schedule.
- Ability and desire to travel
- Ability to adapt to changing assignments and multiple priorities.
- Ability to manage multiple tasks and successfully meet deadlines.

Desirable Skills

- Experience in an education environment
- Experience in a multicultural environment
- Experience in the international student environment
- Ability to speak a second language

What We Offer

Navitas is an Equal Opportunity Employer. We offer a competitive compensation and benefits package, and are a values-driven employer.

Please send your cover letter, resume, and 3 references as **one file** to hr-canada@navitas.com.

Please ensure that this document is saved using the naming convention of your last name, then first name (Smith, Joe_Resume).

Applications will be accepted until Friday, July 21, 2017.

Unfortunately we are not able to provide work permit assistance for this role, therefore are only able to consider candidates that are eligible to work in Canada.

Successful applicants will be subject to relevant pre-employment checks.