



**Columbia College**  
Vancouver, Canada

Since 1936 Columbia College has offered quality educational programs designed to prepare students for university admission. These programs include a University Transfer Program that is fully integrated into the BC Transfer System, a Secondary Program that is Certified by the Province of British Columbia, and a full-time Academic Preparatory English Program that is accredited by Languages Canada. Thousands of students, both Canadian and international, have progressed through Columbia's programs to successful Canadian universities.

## **DIRECTOR OF ADMISSIONS, RECRUITMENT AND MARKETING**

**This is a permanent full-time position (35 hours/week): Monday to Friday from 9:00am to 5:00pm.**

### **Position Overview**

The Director of Recruitment, Admissions and Marketing provides leadership in both strategic enrolment management, marketing and recruitment. This position manages student marketing, recruitment and admissions sections. He/she designs the strategy regarding maintenance of current markets and development of emerging ones.

The Director liaises with the Principal to achieve intakes of students each semester to reach the desired enrolment levels identified by the Board of Governors.

The successful candidate will provide direction, coaching and support to admissions staff, communications coordinator and recruiter officers. The Director is accountable for setting the department's budget and monitoring operations. He/she ensures that the department follows procedures and policies regarding admissions testing, transcript review, applications processing, admissions interviewing and correspondence with students. The Director works closely with the members of his team to enhance approaches, processes and procedures and with the Deans and directors to promote and advance the growth and quality of international engagement at the College.

### **Major Responsibilities:**

#### Leadership in International Marketing:

- Provides leadership, building and maintaining a cohesive team responsible for marketing, recruitment and admissions.
- Represents the College, as appropriate, and works with colleagues at other institutions, government organizations and international associations, as well as with overseas clients and relevant groups, to advance the College's strategy in marketing recruitment, and enrolment.
- Designs and advances enrolment management strategies focused on recruitment and retention of international students.
- Develop strategies to position Columbia College as an attractive choice for high-achieving prospective students.

- Tracks student statistics and reports regularly to the Principal on student enrolment.

#### Operations Management:

- Manages budget and other business matters for Recruitment, Marketing and Enrolment in accordance with Columbia College policies.
- Oversees the human resources planning, strategically ensuring that staffing will meet the current and future goals and objectives for marketing and enrolment.

#### Planning and Development:

- Works with the Principal and Board of Governors to develop strategic directions for Recruitment, Admissions and Marketing. The Director is responsible for implementing these strategic directions and for developing and implementing tactical plans.
- Liaises with College Deans and their faculty members to strengthen Enrolment.

#### Communications:

- Leads the branding of Marketing and Enrolment, oversees its reflections in information, promotion and marketing for international students
- Participates in external events, acting as required as presenter and speaker, to increase the reputation of the College.

#### **Education, Experience and Skills:**

- Master's degree in a relevant field.
- Minimum of seven years' progressive experience in international strategic enrolment planning and development.
- Significant experience and successful results in international marketing and recruitment.
- Knowledge of, and experience in using information technology systems.
- Thorough knowledge of the federal Immigration, Refugees and Citizenship Canada policies and procedures, and other national/provincial policies related to international students in secondary and postsecondary education.
- Strong interpersonal skills, including negotiation, mediation, diplomacy, conflict resolution and intercultural communications, with a demonstrated commitment to collaborative and consultative processes.
- Excellent English language written and verbal skills, including strong skills in report, letter and speech writing and in public speaking.
- Minimum of five years' project, human resource, material and budget management experience.
- Experience developing performance measurement frameworks (establishing goals, targets and evaluation and performance indicators).
- Strong analytical and statistical data manipulation skills.

**Salary:**

Columbia College offers a competitive salary based on qualifications and experience. All Columbia College employees are covered by the Columbia College Employment Agreement which includes full benefits, a generous RRSP plan and vacation once confirmed.

Please submit a cover letter and resume (consolidated into one PDF or Word document and saved under first and last name) by February 28<sup>th</sup>, 2018 to Denise Guiblejman, HR Manager at [careers@columbiacollege.ca](mailto:careers@columbiacollege.ca)

The title "Director of Recruitment, Admissions and Marketing" should be included in the subject line.

Successful applicants will be subject to relevant pre-employment checks, which may include a Criminal background check and professional references checks.

We thank all applicants for their interest in the position, only those selected for an interview will be contacted.