



Director of Revenue and Marketing

The LCI Education Network which is present on 5 continents and has 23 post-secondary campuses and approximately 2,000 employees who support more than 15,000 students worldwide each year. From one country to the next, LCI Education favors the harmonization of its programs, which makes for greater flexibility, better control over the quality of its services, and deeper respect towards the various cultures it works with.

Position Summary:

The ideal candidate profile for this position is someone who thrives in a dynamic, fast paced and metrics driven environment; enjoys a challenge; possesses a strong achiever mindset and is motivated by ambitious goals.

The Director of Revenue and Marketing will focus on LAB, Languages Across Borders. LAB is a language learning division of the LCI Education Network with Campuses in Melbourne, Vancouver, and Montreal. The Director of Revenue and Marketing will service all three sites and be based in Vancouver.

Reporting to the President, LaSalle College Vancouver, the Director of Revenue and Marketing is responsible for developing and operationalizing comprehensive and strategic revenue generating and marketing strategies cognizant of target market identification and penetration, competition, country specific and global opportunities, targeted messaging and aligned tactics such as: pricing, advertising, promotions and events, that support the achievement of student recruitment activities within our three language schools. These activities are guided by the LCI Education Network's Marketing division.

In concert with the LCI Marketing and the three campus marketing leads and campus administrative leads, the Director will be actively deploying strategies to increase the network's overall language training enrolment and profitability.

Key Job Responsibilities:

- Develop a nimble and creative strategic plan to increase enrolment and revenues in each of our three language schools. This is demonstrated through the following 3 key initiatives: 1. Define the growth plan; 2. Execute growth programs; and 3. Optimize revenue funnel profitably.
- Daily, weekly, monthly, quarterly, and annual dashboard reporting of key metrics related to the successful language school operation thereby prioritizing growth initiatives and product changes.
- Master of statistical reasoning with the ability to measure the impact of the user experience.
- The ability to execute product and market tests with insight into the scalability of those tests.
- Examine product development and make recommendations to operations managers through a deep understanding of consumer and market needs.
- Deploy tactics and strategies with a view that marketing and sales are integrated functions within the whole operation locally, nationally and internationally.
- Have a strong understanding of all acquisition channels available to the operation and its appropriate use for lower acquisition costs.
- Work cross-functionally and provide network leadership to ensure product development, admissions, operations, marketing and finance work cohesively on a growth mandate.



- Participate in the development and coordination of special and adhoc projects/initiatives.
- Drive the development and production of effective marketing materials and communication tools (web, pamphlets, etc.)
- Write and/or edit the related content to increase student enrolment
- Provide guidance and direction into the social media campaigns for the language schools
- Collaborate with internal stakeholders to continuously improve processes and the branding positioning of LAB both the domestic and international market
- Establish and monitor a system of reports and analytics that effectively monitor key metrics and activities to successfully meet target markets and to provide institution leadership with visibility to success
- Provide insight into budget planning and budget monitoring/reporting
- Perform other related duties, as assigned

Key Relationships:

- President, LaSalle College Vancouver
- LCI Marketing team
- Key campus leads of each language school
- Key marketing leads of each language school
- Admissions staff of each school

Job Requirements:

Knowledge:

- Bachelor's degree in Marketing, Sales or Business supplemented by relevant and meaningful work experience in a related field.
- Previous experience working in a growth orientated sales environment with a demonstrated record of achievement.
- An understanding of working in global markets would be an asset.

Skills:

- A mastering of key analytics for revenue optimization with knowledge of key data analytics software used to deploy competitive advantage
- Superior oral and written communication, presentation and writing skills
- Exceptional problem-solving, analytical and organizational skills
- Action and results oriented
- Graphic arts to a level that is sufficient to support the development and production of effective marketing materials and communication tools (web, social media, print, internet, intranet, etc.)
- Demonstrated technical expertise utilizing a variety of IT systems including a Customer Relationship Management (CRM) database, etc.
- Mathematical skills to a level to support budgeting, forecasting and working with numbers

Abilities and Attributes:

- Active user with extensive knowledge of social media platforms (Facebook, LinkedIn, Twitter, YouTube, etc.)
- Tech savvy



- Proven track record of developing and operationalizing effective marketing and communication strategies
- Work collaboratively with other departments
- Plan, coordinate, monitor and motivate the activities of others
- Relationship builder with the flexibility and finesse to manage by influence
- Contribute to the development and execution of a strategic plan
- Analyze data and trends
- Understand the importance of confidentiality and demonstrate that proven ability in everything he/she does
- Flex his/her personality when interacting with a wide variety of internal and external stakeholders
- Team player with a positive attitude, a strong work ethic and an entrepreneurial mindset
- High level of professionalism, diplomacy and tact
- Listen effectively and respond appropriately
- Work independently, and effectively, under pressure and with minimal supervision
- Adapt to changing assignments and juggle multiple, and sometimes competing, priorities
- Deal with ambiguity and successfully meet deadlines

Salary includes a competitive base and variable compensation along with health and wellness benefits.

If you, or a member of your network, are interested in exploring these exciting career opportunities, please forward your resume and cover letter by **Thursday, June 24th, 2018** via the link below:

<http://www.lasallecollegevancouver.com/about-us/careers/job-offer?jobOfferId=1730>

While we thank all applicants for their interest, only those applicants who meet the specific job profile will be contacted. For more information on the opportunity, please review the full Job Description in the Career section of our website.

www.lasallecollegevancouver.com