

ADMISSION DIRECTOR ROLE

The role of the **Sales Marketing and Admissions Director** is to position our academic institution to the forefront of the education market and increase enrollment through marketing strategies and direct sales. The **Sales Marketing and Admissions Director** is responsible for building a creative, integrated, multi-channel marketing department that creates brand awareness, reputation, and provides a steady flow of sales inquiries. All marketing investments will be measured for their returns and the **Sales Marketing and Admissions Director** is responsible for all marketing & sales activity and reporting outcomes to senior management. This role is also responsible for managing the Admissions team (sales/enrollments).

REPORTING RELATIONSHIP: Reports to Dean of Academics, and Director of Operations

WORK HOURS: Regular business hours (Monday to Friday, 9:00am to 5:30pm)

- May require commitment to work hours in excess of regular shifts

LOCATION: The Cutting Room/ The Cut Fashion Design Academy : 1888 West 1st Ave, Vancouver, BC

SPECIFIC RESPONSIBILITIES:

Student Reach

- Contact students
- Follow up with current student leads
- Help agencies place students
- Record and collected documents required
- Manage time and keep up with records
- Finalize sales and keep records of paid amounts

Marketing Planning

- Develop a comprehensive strategic marketing plan in conjunction with the Dean of Academics
- Collaborate with other departments to ensure the strategic marketing plan is effectively implemented
- Evaluate new media technologies for potential integration within current plan
- Manage the creation of marketing and sales support tools
- Perform market analysis, targeting and positioning for each program
- monitor integrated online/offline marketing including search engine optimization, search engine marketing, advertising (e.g. Google AdWords), public relations, trade shows and other campaigns to generate leads
- Maintain knowledge of marketing trends, developments and best practices
- Analyze and report on marketing campaign results

- Work with the Dean regularly with regards to market projection

Marketing Materials

- Responsible for all marketing material content and coordinate with various departments as needed
- Facilitate regular meetings with the Multimedia Designer and lead the Multimedia Designer with directions on how the material should be designed and implemented
- Ensure all marketing materials produced (e.g. website, graphic design and print materials, videos) are equipped with professional polish and uphold the institution's corporate branding standards

EDUCATION, EXPERIENCE & COMPETENCIES:

- University degree / college diploma in marketing, business or a related field, **OR equivalent relevant experience**
- Minimum 2 years of experience in admissions position ideally within the education industry
- Exceptional knowledge of marketing strategies, concepts and practices
- Effective time management, organization and leadership skills

Please submit a **cover letter and resume** to liza@the-cuttingroom.com

Job Types: Full-time, Permanent

Required experience:

- Marketing 2 years
- Sales/Admissions: 2 years

Pay: Industry Standard

Application Deadline: August 30th 2018

About Us

The Cut Fashion Design Academy was founded to respond to the realities of today's highly competitive fashion industry. There are a lot of opportunities in this fast- changing field but it pays to be ready with the right skills, education and training experience. It's also important for students to have the inspiration and connections to drive their vision forward. Still, too many fashion schools process students through their system without providing the individualized instruction required in sparking talent.

At The Cut Fashion Design Academy our students are designers, creators, engineers and entrepreneurs, who learn to apply and transform the way we conceptualize design. We prepare our students for professional excellence in design and business through our rigorous modular programs. Our Vancouver institution is where creativity, design and

innovation happen. With no more than - 6 students in each course - we are building the future generation of designers through a hands on education.