



International Recruitment Specialist

Camosun International

Posting: A19-12

Closing Date: Open until filled

Position Type: Continuing

Workload: Full-time

Start Date: ASAP

Note: This is a repost of Job Posting A18-27.
Applicants to A18-27 need not re-apply.

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 19,000 learners each year, including over 1,200 Indigenous students and 1,900 International students. The College has an operating budget of over \$126 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.

Camosun International, with a staff complement of twenty five, comprised of Exempt, CCFA and CUPE staff, and gross revenue of over \$18 million, provides college-wide leadership in the development and coordination of international education initiatives at Camosun College. An entrepreneurial unit, CI operates within a policy that identifies the college's commitment to global education. The activities of the department include the marketing and promotion of the college for the purpose of recruiting international fee-paying students and fee-for-service contracts, the establishment of international linkages and partnerships for academic exchanges and joint projects, involvement in funded international development projects, events that support and strengthen the internationalization of the college and providing support services to international students currently studying at Camosun College.

Exempt Position Vacancy – A19-12 International Recruitment Specialist

3100 Foul Bay Rd, Victoria, B.C. V8P 5J2

Camosun College

Human Resources

P 250.370.3004 F 250.370.3664

www.camosun.ca

POSITION SUMMARY

Reporting to the Manager, International Strategic Enrolment (ISE), the International Recruitment Specialist will work as a member of the CI (ISE) unit with particular responsibility for the recruitment of, and follow-up related to, international student prospects originating from on-shore and on-campus activities.

Key objectives of this position will be to enhance the exposure of the Camosun College brand while introducing strategies and tactics to market to and attract engaged learners, while improving conversion rates of prospective students to the stage of enrollment. The International Recruitment Specialist will be responsible for representing Camosun College at recruitment events, educational fairs, seminars, and meetings, in targeted recruitment markets.

The International Recruitment Specialist will be responsible for coordinating and supervising key on-campus student activities including visiting delegations, educational programs, and school groups.

Note: this position entails periods of extensive independent travel to key recruitment markets as determined in the CI recruitment strategy.

Full job description follows on next page.

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

All interested candidates are encouraged to apply; to be considered for employment, applicants must meet the qualifications of the position and be eligible to work in Canada.

Note: Eligibility to work in Canada is granted through citizenship, permanent resident status or a work permit. You must be a Canadian citizen or permanent resident to accept a permanent job offer (unless stated otherwise in the posting). If you have a valid work permit, you may be eligible for temporary work but only until your work permit expires or is renewed.

Apply online at 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

The full job description follows on next page.

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Pay Band 6: \$53,402 - \$71,203

Title: International Recruitment Specialist **Dated:** April 26, 2009
Department: Camosun International **Supervises:** 0
Reports To: Manager, International Strategic Enrolment **Updated:** January 12, 2016

A) JOB SUMMARY

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B) REPORTING RELATIONSHIPS

- Reports to the Manager, International Strategic Enrolment

C) ESSENTIAL JOB FUNCTIONS

1. With the Manager, develops new and effective strategies to market to and recruit international students to meet the established CI budget targets.
2. Conducts on-going evaluation and assessment of current international markets and emerging international markets. Makes recommendations to the Manager on recruitment opportunities and events.
3. As assigned by the Manager, focuses on a specific recruitment audience or market with targeted events, relationship-building activities, and direct marketing campaigns. Guide

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the unit's strategy for assigned markets and become the first point of contact on behalf of the team for targeted marketing audiences.

4. With the Manager supports the development of the annual plan for CI recruitment initiatives including identifying relevant international education recruitment fairs, high school visits, education consultant seminars and events, group recruitment tours, high school counsellor seminars and direct or online marketing campaigns based on the objectives of the marketing plan and the CI business plan.
5. With the Manager develops and implements the international recruitment strategies including the development of promotional materials; advertising campaigns; website and online marketing.
6. Represents Camosun College in international student recruitment activities. Advises students on Camosun programs, processes, and services accurately and responsibly.
7. Receives international student applications and other sensitive documentation and handles them in accordance with Canadian privacy laws until they can be processed by appropriate staff at Camosun College.
8. Oversees the tracking and required follow-up of international prospective student leads generated through recruitment activities through in-person or electronic communication and the use and management of the CRM system
9. Participates in relevant internal and external committees related to the international education recruitment sector.
10. Assists in building and maintaining strong relationships with international education consultants and international school contacts and provide them with orientations and training with respect to Camosun College programs and policies.
11. Coordinates on-campus and community information sessions, and other on-campus recruitment activities
12. Planning, communicating, and hosting visiting delegations from international partners.
13. With the CI Management Team, develops and manages budget for international recruitment activities

D) OTHER FUNCTIONS AND RESPONSIBILITIES

Performs other related duties as assigned.

E) KNOWLEDGE, SKILLS AND ABILITIES

1. Excellent communicator in English, in writing and verbally. Articulate. Well-developed presentation skills for groups of up to 200 people.
2. Extensive knowledge of the Canadian post-secondary education system and how it relates to the systems of other countries.
3. Extensive knowledge of Immigration, Refugees and Citizenship Canada regulations and procedures related to Canadian study permits.
4. Excellent problem-solving and diplomacy skills. The ability to negotiate different cultures, environments, and situations quickly and with confidence.
5. Ability to travel independently in challenging settings for extended periods of time.
6. Demonstrated ability to build credible rapport with government and educational partners and consultants.

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7. Demonstrated ability to research, evaluate and make recommendations on new marketing opportunities and tools.
8. Ability to network effectively and confidently with government and business leaders in a variety of settings and to represent the college in a positive manner.
9. Ability to work effectively as a member of a team with colleagues in a complex, busy department constantly undergoing growth and change.

F) QUALIFICATIONS

1. Bachelor's Degree in a relevant field. Course work or professional development in cross-cultural communication and public relations.
2. Demonstrated success in student recruitment activities and online marketing activities in a variety of markets.
3. Eligibility and willingness to undertake extensive domestic and international travel.
4. A second language is an asset (particularly Japanese, Korean, Tagalog, or Vietnamese).
5. BC Driver's License
6. A valid passport

G) COLLEGE CAPABILITIES:

As a member of the college community with responsibilities to enable the achievement of college-wide strategic objectives, the International Recruitment Specialist will demonstrate the three core and three leadership capabilities identified in the [College's Capability Framework](#):

Focus on Students and Their Success (Core)

We all have a role to play in promoting and supporting students - directly or indirectly - contributing to their success, education and transition as they build their path to the future.

Cultural Alignment (Core)

Inclusion and respect align with Camosun's traditions of lifelong learning and positive, supportive experiences for all. We examine our individual and institutional cultures and, through indigenization, consider other ways of knowing (thinking), being (approaches), doing (acting), and relating.

Fostering and Nurturing Relationships (Core)

Fostering and nurturing relationships is at the core of everything we do. Successful workplace relationships take time to develop and include building trust, engagement and collaboration.

Address College Needs (Leadership)

In order to address college needs leaders recognize and respond to the complex, diverse and interdependent components. Leaders inspire others to work individually and collaboratively to achieve departmental/divisional, college and sectoral goals.

Enable Self & Others (Leadership)

To better serve students and the college to achieve success, leaders enable self and others to take responsibility and to participate in learning and development opportunities.

Create Time and Space (Leadership)

To be at our best and achieve organizational goals, we need both time and space. Time and space as a unitary concept promotes opportunities to listen, plan, think, create, innovate and develop relationships.