



# Director of Marketing and Recruitment, Fraser International College, Burnaby, BC, Canada

## Full-time, Ongoing

*Navitas is a diversified global education provider that offers an extensive range of educational services for students and professionals including university programs, English language training and settlement services, creative media education, workforce education and student recruitment.*

Fraser International College (FIC), in partnership with Simon Fraser University, offers university pathway programs to international students and is based on the campus of Simon Fraser University in Burnaby. FIC is managed by Navitas Limited with colleges in Canada, Australia, Singapore, Zambia, Lusaka, Sri Lanka and the United Kingdom.

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### Position Purpose

The Director, Marketing & Recruitment is responsible to the Vice President of Marketing and Recruiting for the strategic direction, management and growth of FIC marketing and recruitment activities.

This includes the development of business relationships and opportunities domestically and internationally and implementing marketing and recruitment strategies to achieve targets that are set annually. Management and leadership of the marketing team is an integral part of the responsibilities of the position, as is development and management of the FIC Marketing budget.

### Key Relationships

- VP Sales and Marketing North America
- FIC College Director and Principal
- VP Corporate Services
- Marketing Communications Team
- Marketing Staff
- Admissions Staff
- Regional Marketing Teams

### Key Responsibilities

- Lead, mentor, and coach the marketing and recruitment team while developing their strengths and assisting with challenges.
- Manage, within approved company policy, the marketing and sale of FIC products/services based on market strategies and opportunities, market research, product development and the overall marketing plan.

- Maintain and seeks to improve FIC's competitive position through business growth and development.
- Ensure that products are marketed and sold in accordance with budgeted objectives to obtain maximum profitability
- Develop broad policies for development of new products and plans for increased market penetration based on market research
- Develop and control tactical level activities such as public relations and advertising, as well as strategies for the launch of new or changed products
- Co-ordinate market research surveys and associated analysis which informs the strategic direction of marketing activities and products
- Evaluate and measure marketing and sales activities against agreed marketing plan
- Appraise existing sales performance and coordinate marketing and recruitment efforts to achieve maximum liaison and full use of resources at all levels
- Ensure that all marketing/sales personnel are trained to perform their jobs effectively and select new staff as required in conjunction with appropriate personnel
- Develop and manage marketing and sales assets for sales staff
- Ensure compliance with the regulatory framework in which marketing and recruitment operates
- Participate in marketing/sales/recruitment activities on and offshore and may take on responsibility for particular key markets.
- Prepare and manage Marketing budget
- Extensive international and domestic travel is expected

### **Essential Skills, Knowledge and Experience**

- Tertiary level qualifications, preferably at postgraduate level, in a marketing or related discipline, together with extensive marketing and sales managerial experience, preferably in post secondary education
- Demonstrated leadership and management skills at both strategic and operational levels, including effective management of resources
- Highly developed interpersonal, communication, presentation and negotiation skills
- Proven ability to initiate, lead and implement marketing strategies which have significantly contributed to growth
- Extensive marketing and sales background with the ability to innovate and communicate ideas effectively

- Demonstrated experience in the use of, or knowledge of, technology to underpin marketing strategies
- Sound knowledge of equal opportunity, equity and workplace health and safety principles and ability to implement them at the strategic and/or operational level.

### **Desirable Skills**

- Experience in an education environment
- Experience in a multicultural environment
- Experience in the international student environment

### **What We Offer**

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

### **To Apply**

Please send cover letter, resume, and 3 references as **one file** to [hr-canada@navitas.com](mailto:hr-canada@navitas.com).

Applications may be considered for similar positions.

Applications will be accepted until the position is filled.

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

Please be advised that candidates with the legal right to work in Canada at time of application will be considered.