



# DOUGLAS COLLEGE

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<b>Position Title</b>	Manager, International Marketing and Recruitment
<b>Posting Number</b>	01313SA
<b>Location</b>	New Westminster Campus
<b>Regular/Temporary</b>	Regular
<b>Employment Type</b>	Full-Time
<b>Start Date</b>	12/06/2021
<b>Work Arrangements</b>	Regular hours of work are 9:00 am to 5:00 pm, Monday to Friday. Occasional regional/international travel, and travel between Douglas College's locations as required.
<b>What Douglas Offers</b>	DO what you love. Be good at it. That's how Douglas College defines a great career. It's a philosophy that resonates through our classrooms, our offices and our boardrooms. It inspires our students and drives us to make Douglas College one of BC's Top Employers. We love what we do. And we're looking for passionate, motivated people to join us in making one of Canada's best colleges even better.
<b>The Role</b>	<p>The Manager, International Marketing and Recruitment, reports to the Director, International Marketing and Enrolment, and is responsible for developing and executing marketing and recruitment strategies for the College as they relate to international students (independent and institutional exchange students, credit and non-credit students) at Douglas College.</p> <p>Primary recruitment markets: Africa, Middle East, South Asia</p>
<b>Responsibilities</b>	<p>This position operates independently, with general direction from the Director, International Marketing &amp; Enrolment, and is responsible for:</p> <ol style="list-style-type: none"> <li>1. Marketing and promoting Douglas College nationally and internationally in the field of international education and coordinating on a college-wide basis the development, management, execution, and evaluation of multifaceted marketing and recruitment strategies for international students.</li> <li>2. Representing Douglas College to outside agencies on a regular basis, including Canadian Embassies/Consulates, international education fairs, international agents, international high schools, colleges, universities, and Canadian overseas and provincial high schools that predominately enroll visa students.</li> <li>3. Providing leadership for a regionally-focused marketing, recruitment and admissions team and developing and implementing country market plans (Africa, Middle East, South Asia), analyzing market intelligence, identifying new business opportunities, as well as traveling and representing the College in student recruitment activities internationally.</li> <li>4. Managing human resources including selection, evaluation and supervision of unionized employees and non-unionized contract employees; ensuring adherence to collective agreement</li> </ol>

provisions; determining the method and terms of compensation for contracted employees and specialized project contracts.

5. Analyzing the College's strengths and weaknesses as well as the opportunities and threats faced in the marketplace; analysis of the external environment including students served, the nature of the competition, and the political and economic climate; confirmation of long-term institutional enrolment objectives, focusing not only on numbers but also on the desired mix and quality of college students.

6. Having the ability to develop and implement qualitative and quantitative research strategies and to analyze results and utilize the findings to develop and improve recruitment strategies, and deliver the results.

7. Having the ability to build consensus and foster teamwork among the variety of stakeholders in the international marketing and recruitment effort across the campus. Maintaining a productive working relationship with the faculties, the Registrar's office, and Student Services.

8. Acting as lead change agent to develop and implement strategies that result in the continual evolution of international marketing and student recruitment activities and systems both external and internal to the College.

9. Being fully cognizant of cultural and immigration issues, and the transition from an international country to Canada.

10. Working with the Marketing and Communications Office and the Centre for Educational and Information Technology to maintain current international websites to ensure that they remain dynamic and up-to-date and to be responsible for developing new technology strategies as opportunities present themselves (e.g., a CRM, e-newsletter, blast email, etc.).

11. Developing many client-focused publications/prints – package materials for marketing, recruitment brochures, and facilitating communication with prospects and applicants and being an effective communicator of written work for the College with regard to college international admission, academic programs, and student life.

12. Interpreting and administering College policies and procedures in relation to International Educational obligations, risk management for projects and collective agreement provisions as they apply to the department.

13. Developing and managing the annual marketing and recruitment budget.

**PRINCIPAL DUTIES:**

1. Articulate marketing strategies; write recruitment action plans for the strategies and lead the marketing team for success in a cost-effective manner.

2. Develop contacts and work with individuals, to assist Douglas College in meeting its enrolment management goals, e.g. institutional affiliations and international agents.

3. Participate actively in domestic and international student recruitment affairs and deliver results.

	<ol style="list-style-type: none"> <li>4. Manage a yearly competitive analysis of both international print materials and websites. Utilize results to provide recommendations for publications and web site development and improvement.</li> <li>5. Organize and manage the off-campus visits program for fairs, seminars, and independent school visits. Develop and implement pre- and post-fair/school/seminar contact with prospective students.</li> <li>6. Work with the Marketing and Communications Office to develop and maintain websites for International Education. Research, collect, and write the information to be submitted to external publications that market Douglas College to international students.</li> <li>7. Participate in International Student Orientation and in the administration of certain office-wide responsibilities, including convocation, examinations, and such general and specific duties as may from time to time be determined.</li> <li>8. Provide advice on the development of academic programs, policies and procedures for the promotion of international education at the College.</li> <li>9. Ensure the unit's tactical and operational plans are developed and implemented.</li> <li>10. Provide consultation services to all units of the college regarding International Education students.</li> <li>11. Budget preparation for international marketing and student recruitment.</li> </ol>
<p><b>To Be Successful in this Role You Will Need</b></p>	<ol style="list-style-type: none"> <li>1. Established professional credibility as usually evidenced by a Master's degree, and/or a combination of formal and informal education and experience with demonstrated professional credibility.</li> <li>2. Minimum five years' experience in mid-level administrative positions with directly relevant experience in international marketing and recruitment.</li> <li>3. Demonstrated cross-cultural communication skills.</li> <li>4. Experience in personnel recruitment, selection and performance management.</li> <li>5. Highly developed interpersonal communication and team-building skills.</li> <li>6. Experience in the Canadian (in particular British Columbia) post-secondary education sector.</li> <li>7. Knowledge of Immigration Canada rules and regulations related to visa application and other issues related to international education.</li> <li>8. Proven management experience including budget development and employee supervision in a unionized environment.</li> </ol>

	<p><b>LEADERSHIP COMPETENCIES</b></p> <ul style="list-style-type: none"> <li>• Communications Skills – Possesses strong communication skills, both verbal, and written and expresses thoughts in an organized, concise manner. Actively listens to the issues of others in a manner that elicits cooperation and support. Demonstrates an effective and adaptive skill in communicating with students/individuals under stress. Develops and delivers effective presentations. Has the ability to present information and ideas to diverse groups.</li> <li>• Market Knowledge – Continuously seeks to stay current and be at the leading edge in his/her field and is committed to continuous learning; one that is self-motivated and self-directed, being able to work independently with sense of urgency to task completion.</li> <li>• Innovative &amp; Entrepreneurial Approach – Seeks out possibilities, develops new ideas, and effectively moves them forward. Is creative, innovative and takes advantage of opportunities, while recognizing the necessity of working with limited resources and in alignment with the strategic directions of the College.</li> <li>• Employee Centric– Anticipates, responds, and attends to the needs of employees and other internal and external customers of the department and organization.</li> <li>• Effective Working Relationships – Treats staff, colleagues, and students with respect; resolves conflicts respectfully and in a timely way, negotiates effectively, and provides effective feedback to colleagues / direct reports.</li> <li>• Administrative Skills – Provides leadership and ensures accountability for achievement of results; very focused; strong organizational skills; simplifies often complex and lengthy matters; effective time management skills; ability to separate important issues and identify priorities.</li> <li>• Organizationally Astute – Is diplomatic and tactful; non-confrontational; recognizes internal and external sensitivities; has an intuitive ability to read the political implications of recommendations and actions; uses sound judgment.</li> <li>• Energetic and Adaptable – Is prepared to take on longer-term initiatives and does so with enthusiasm; has the ability to adapt to new and changing situations; able to alter course/direction when necessary; enjoys and embraces new challenges. Flexible; able to deal with stress effectively.</li> </ul>
<p><b>Special Instructions To Applicant</b></p>	<p>Interested applicants must submit their application and all required documents online. Please ensure your resume clearly explains how you meet the required knowledge, skills and abilities of the position for which you are applying.</p> <p>Please have applications submitted by November 23, 2021. The first review of applications will be November 24, 2021. This position will remain open until filled.</p> <p>All candidates selected for interview will need to bring original certificates and diplomas of educational credentials noted on their resume.</p>
<p><b>Link to Full Position Profile</b></p>	<p><a href="https://www.douglascollegecareers.ca/postings/8419">https://www.douglascollegecareers.ca/postings/8419</a></p>