



Columbia College
Vancouver, Canada

Since 1936 Columbia College has offered quality educational programs, including a University Transfer Program fully integrated into the B.C. Transfer System, an Associate Degree Program certified by the Ministry of Post-Secondary Education and Future Skills, a University Preparatory Program, and a High School Program certified by the Ministry of Education. Thousands of Canadian and international students have progressed through Columbia College's programs to Canadian universities or successful careers.

Student Recruitment Manager

Columbia College is seeking a full-time Student Recruitment Manager to join our Recruitment, Admissions and Marketing (R.A.M) department. Reporting to the Director of Recruitment, Admissions, and Marketing, the Student Recruitment Manager undertakes various recruitment activities in the Latin America and African markets. Our ideal candidate is a leader, a self-starter, well-organized, passionate about recruiting international students and eager to work in a collaborative team environment.

START DATE: July 2023

SUMMARY:

The Student Recruitment Manager will manage recruitment agent networks, monitor agent business practices, participate in international recruitment activities, and work closely with admissions and marketing colleagues in fulfilling effective student enrolment at the College. The Student Recruitment Manager will be the principal resource of student recruitment expertise within the College for their market portfolio. The Student Recruitment Manager will represent the College in various external organizations, including professional and government agencies and recruitment agencies located in Canada and overseas. This position is also responsible for contributing to and developing the social media channels for the purpose of overall promotion and recruitment of the College, especially in the assigned regions or countries. Significant overseas travel for extended periods of time throughout the year is required. The Student Recruitment Manager reports to the Director of Recruitment, Admissions and Marketing.

DUTIES/RESPONSIBILITIES included, but not limited to:

- Planning and coordinating annual recruitment trips to regions such as South and Central America, Africa, and other markets if required.
- Preparing an annual recruitment budget that aligns with the department's student recruitment goals and objectives and the College's enrolment strategies.
- Representing the College in attending international and local student recruitment events such as international education fairs, information sessions, agent-run recruitment events, and High School events/visits in assigned regions.
- Maintaining and developing relationships with the College's local and overseas education agents, screening potential agents and providing training to agents and their staff as required.
- Hosting visiting agents/guests, potential students/parents, planning familiarization tours, attending education events/seminars, local conferences organized by various international education organizations/boards and other networking events as required.
- Working directly and providing supervision to the College's local representatives for assigned countries/regions on developing and implementing recruitment strategies and activities.
- Researching and reporting on new or emerging target markets in the assigned regions, gathering market intelligence, providing environmental analysis and assisting the Director of Recruitment, Admissions and Marketing in enhancing the College's strategic enrolment plan.
- May be involved in placing students with refugee backgrounds within the College's charitable programming
- Assisting the Digital Marketing and Communications Specialist in developing a social media plan for the promotion and student recruitment of the College, mainly targeted towards the assigned regions.
- Working with the Digital Marketing and Communications Specialist to develop and update the College's recruitment materials and marketing collaterals and ensure such materials flow to the marketing network.
- Contributing to the updating and development of the College's Website.
- Compiling and analyzing student data to assist the Director of Recruitment, Admissions and Marketing in data and result-driven decision-making.

QUALIFICATIONS and COMPETENCIES

- Bachelor's degree from a recognized post-secondary institution and a minimum of 4 years of related experience in recruitment and marketing.
- Strong interpersonal and communication skills, including excellent oral and written English skills and outstanding presentation skills.
- Demonstrated skills in conducting large and small group presentations in formal and informal settings.

- Familiarity with the high school system in Canada and other countries. Knowledge of the BC Post-secondary educational system.
- Demonstrated skills in the field of cross-cultural communications, with specific knowledge and capabilities in Latin America-based culture.
- Ability to prioritize tasks and show results with minimal supervision.
- Fluency in Spanish and or Portuguese is preferred
- Proficiency in M.S. Office applications and ERP systems.
- Experience in international recruitment in a secondary or post-secondary institution in Canada.
- A valid Canadian passport and the ability and willingness to travel extensively.

Salary:

Columbia College offers a competitive salary based on qualifications and experience. This position's gross annual initial salary range is \$69,319.15 – \$75,182.78, subject to experience.

How to Apply:

Please submit your application, including a cover letter and resume, through our portal <https://www.myavanti.ca/CareersAtColumbiaCollege/>

Please note that filling out the entire profile is not mandatory in order to upload the required resume and cover letter on the platform.

For additional information about the application process, please check [Columbia College Application Process](#)

Application Deadline: June 10, 2023

At Columbia College, we foster a culture of equity, diversity and inclusion. The College invites and encourages applications from all qualified individuals, including groups traditionally underrepresented in employment, who may contribute to the further diversification of our Institution.

We thank all applicants for their interest in the position; only those selected for an interview will be contacted.