Manager, Student Recruitment

Corpus Christi College & St. Mark’s College

The Community of St. Mark’s at the University of British Columbia is comprised of St. Mark’s College, St. Mark’s Parish and Corpus Christi College. Together we provide a centre of excellence for higher education in British Columbia.

Corpus Christi College offers the best start for undergraduate students embarking on their university experience, fortified by an education offering the richness of Liberal Arts. St. Mark’s College offers graduate-level academic and professional programs, including degrees and certificates for teachers, administrators, ministerial leaders, social service workers and other professions.

Corpus Christi College and St. Mark’s College at UBC are open to individuals of all backgrounds and traditions, and we are committed to meeting students “where they are” on their life journeys. We play a crucial role by offering small classes, accessible faculty and a community environment focussed on forming graduates who are prepared to take on the intellectual, professional, and social challenges of our times. You can be part of helping us accomplish this mission.

Overview

Reporting to the Executive Director of Strategy and Planning, the Manager, Student Recruitment provides strategic direction to the domestic and international student recruitment planning. The Manager ensures the effective coordination, implementation and day-to-day management of the Colleges’ integrated domestic and international face-to-face and virtual recruitment strategy; to achieve a growing awareness of and interest in the Colleges that sustains its long term goals of increased enrolment growth.

The Manager oversees the planning, analysis and coordination of domestic and international recruitment activities and events. As a member of the Strategic Enrolment Management team, the Manager is a team leader in the development and implementation of recruitment strategies, programs and initiatives to attract high quality students and support the overall strategic enrollment management goals of the Colleges.

Expectations and Responsibilities

The Manager, Student Recruitment will be expected to perform the following key responsibilities including but not limited to

A. Domestic & International Student Recruitment

1. Plan and coordinate domestic and international recruitment activities for both Corpus Christi and St. Mark’s Colleges

2. Oversee the analysis and booking of prospective student visits to maximize the Colleges’ presence and effectiveness in recruiting at BC high schools

3. Make informed recommendations about the domestic and international recruitment strategy
4. Oversee the Colleges’ recruitment program and develop strategies to enhance effectiveness in transfer and mature student recruiting

5. Research strategies to expand the Colleges’ domestic recruitment presence in key regions to meet enrolment targets, and make recommendations on recruitment and conversion opportunities

6. Conduct and Coordinate visits to high schools and other institutions across BC to build relationships and strengthen Colleges’ connection to key constituents

7. Advise high school students, parents, and guidance counsellors on academic programs, admissions requirements, and student experience

8. Coordinate the achievement of student enrolment targets agreed with the Executive Director of Strategy & Planning by driving, supporting, training, motivating, influencing, and gaining the mindshare of the Recruitment Unit

9. Undertake domestic and international travel to support in-market Colleges’ recruitment activities, including agent training and workshops, exhibitions, and counselling prospective students and parents on the College proposition

B. Event Management
1. Collaborate with the Registrar’s Office and Marketing and Communications staff to establish effective communication with prospective students, their families and guidance counselors throughout the recruitment and admissions process

2. Ensure the successful planning, budgeting, execution and ongoing evaluation of campus recruitment and conversion events and activities including, but not limited to open houses, applicant receptions and guidance counsellor events

3. Work with the Marketing and Communications Office to build presentations and training materials to ensure appropriate information is provided to key audiences

4. Oversee the coordination of special projects including the campus tour program and targeted recruitment campaigns (i.e. Circle of Fellows scholarship)

5. Manage the College’s presence at external recruitment events and activities including, but not limited to the BC Post-Secondary Fair, and Regional Fairs

6. Liaise with College colleagues, academic and support colleagues to deliver a high-quality experience for visitors to the Colleges with a positive influence on recruitment

7. Manage the promotion of Colleges’ scholarship application process

C. Administration
1. Play an active role in the planning of the domestic and international recruitment budget
2. Monitor and process recruitment staff expenditures and track staff vacation/overtime/sick (VOS) time

3. Ensure the appropriate collection, analysis and reporting of data required for analysis, strategic planning and decision making to support enrolment goals

4. Oversee the creation of prospective student surveys, event reports and key performance indicators for recruitment events and activities

5. Research and stay up to date on industry and market trends as they relate to the Colleges’ reputation and success in recruitment activities and overall enrolment planning

D. Marketing (all marketing and promotional material must receive prior approval from MarComms)

1. Working with the Director, Marketing and Communications (MarComms) to develop social media marketing strategies resulting in growth in enrolments at the Colleges (i.e. messaging and updating the PSI BC website)

2. Work closely with the Colleges MarComms Office and colleagues to ensure a joined-up approach to the production of print and digital materials. The manager will provide material and input to create material in line with College standards

3. Delivering on key marketing projects including internal marketing in-College, and the preparation and tailoring of materials for use in region by the recruitment staff

4. Liaise with MarComms and Digital Marketing colleagues to manage web content, ensuring it is accurate, up to date, agile and reflective of College’s recruitment priorities

5. Proactively identify opportunities to promote the College in the agent newsletter and staff updates, disseminating good news stories in support of the College’s strategic priorities

Skill and Qualifications

1. A successful candidate will have the following qualifications and competencies

2. Bachelor’s degree in marketing, communications or business and a minimum of 5-7 years related experience, or an equivalent combination of education and experience

3. A minimum of three years’ demonstrated supervisory experience in post-secondary student recruitment or related experience

4. Valid British Columbia driver’s license and ability and willingness to travel

5. Previous managerial experience of professional/technical/customer service staff and experience with managing “multiple stakeholder” projects and events
6. Proven excellence in the fields of communications, recruitment, project and budget management

7. Results oriented, with the ability to bring new, creative ideas, energy and approaches to existing strategies

8. A track record of meeting or exceeding targets

9. Ability to work in a fast paced environment

10. Experience managing the work of diverse and often shifting priorities within a team comprised of permanent staff and contract employees

11. Ability to manage staff while at the same time working independently on multiple projects

12. Demonstrated ability to foster a team approach aimed at accomplishing the college’s goals and to positively influence people using consultative, consensus-building techniques

13. Exceptional oral and written communication and presentation skills with ability to establish and sustain positive and productive relationships and foster a collaborative and supportive working environment

14. Ability to organize, oversee and coordinate a variety of multi-faceted events/shows/conferences, etc.

15. Ability to develop and present using multi-media platforms

16. Advanced computer skills: Windows, MS Office Suite (Word, Excel, Access, Outlook, PowerPoint, and Scheduler+), Internet, Web software, database management, event management, project management, budget tracking and computer graphics software

17. Overnight travel will be required in this position

18. Support the mission and vision of St. Mark’s and Corpus Christi Colleges

Please submit your resume and cover letter to hr@corpuschristi.ca.

Applications are open until filled

Preferred Start Date: March 1, 2021