

**Manager, Student Recruitment
Competition # 42-20**

Department:	Marketing and Communications	Salary Range:	\$74,503 - \$93,128
Campus:	Barrie	Classification:	Administrative
Posting Date:	February 19, 2020	Status:	Full-time

Reporting to the Director, Marketing and Communications the incumbent is responsible and accountable for providing leadership in research, planning, development, management, and implementation of the domestic recruitment strategies and plans in support of the achievement of domestic enrolment targets and college priorities. As well, the incumbent is responsible for delivering the effective design, execution and evaluation of all on and off campus College-wide recruitment events that enhance Georgian's competitive marketing position and address the college's strategic enrolment priorities and targets. Specific duties include, but are not limited to:

LEADERSHIP AND STRATEGIC PLANNING

Working with the Director, and other colleagues, provides leadership and strategic input in determining College-wide goals and objectives in domestic student recruitment and retention:

- Developing, managing and implementing the annual research-based domestic student recruitment strategy and plan using internal and external market research data/resources
- Collaborating with the academic and service areas through enrolment planning and management activities to develop and implement recruitment strategies to support all areas of the College to attain their enrolment goals
- Promoting and marketing the College and its programs / services to numerous target markets to support the College's domestic enrolment strategies.
- Working alongside the Director and Marketing and Communication Managers to provide guidance for the most effective and appropriate messaging, marketing and communication materials to optimize the College's recruitment, marketing/ communications plan and campaigns
- Representing the Marketing and Communications department as a member of various college committees

STUDENT RECRUITMENT RESOURCE MANAGEMENT

- Leading the planning, developing and implementing all elements of the Colleges' annual domestic student recruitment cycle involving initiatives both on and off campus within Ontario
- Ensuring the effective and efficient delivery of college-wide recruitment expertise (including all site visits) and support necessary to meet established objectives
- Leading and managing recruitment staff deployed across multiple campuses, supporting a high-performing team of support staff and student employees and volunteers who provides high-touch customer service and support to Georgian's future students
- Maintaining relationships with key external Georgian partnerships to bolster mutual recruitment goals and objectives, and ensuring the successful completion of mutual recruitment events and activities
- Leading and designing the effective and efficient use of the Customer Relationship Management (CRM) software tool by the recruitment team, to capture all prospective student information and nurture these leads with effective follow up sales strategies, as well as using the tool to measure the effectiveness of recruiting activities
- Ensuring that the adoption of the college's CRM system is prioritized in the activities of the recruitment specialists, which includes providing support and advice to the Director and the CRM Management Group, and leading the recruitment strategy for the ongoing improvement and implementation of the CRM tool (Salesforce/Eloqua)

EVENT MANAGEMENT

- Responsible and accountable for managing, leading the design and overseeing the execution of a variety of events on and off campus.
- Works closely with the Conference and Event Services team and with support from the recruitment Events Coordinator, provides leadership, direction, expertise to College staff and volunteers for all recruitment events
- Leading and liaising with cross-functional working groups including the Academic Deans/Associate Deans, Program Coordinators and Campus Managers/Deans to ensure up to date program information and benefits of coming to Georgian is available to prospective students. Further, the Manager is responsible to encourage their participating in recruitment events and initiatives, which ultimately supports established enrolment targets

HUMAN AND FINANCIAL RESOURCE MANAGEMENT

- Responsible and accountable for all human, financial, management and resource planning and allocation of the recruitment budget, including all on and off campus recruitment resources, activities and events
- Maintaining a high level of staff performance through effective recruitment, hiring selection, training, motivation, development, performance management, career coaching, and employee engagement initiatives

QUALIFICATIONS:

- Successfully completed a three year diploma / degree in a relevant field of study that may include but, is not limited to marketing, advertising, sales or business
- Five years' experience in a similar role with preference given to specific experience in student recruitment, and enrolment management and managing/motivating a sales team
- Experience exhibiting a high level of leadership, negotiating and influencing skills
- Proven knowledge and understanding of target audiences including student and parent motivations related to post-secondary education
- Experience in research data analysis, planning, implementation, evaluation of marketing initiatives and applying market research principles
- Experience with all stages of large-scale event management
- Demonstrated experience in leading, managing and motivating a team of staff at multiple locations
- Experience managing a multiple resource budget
- Proven ability to demonstrate excellent customer service skills to interact with a diverse client base both internal and external to the College
- Experience with a CRM software tool such as Salesforce/Eloqua used for lead generation
- Experience with Microsoft Office Suite and general knowledge of desktop publishing and other multimedia computer applications including social / digital marketing (web, virtual tours, chat rooms, social media sites, etc.)
- Proven written, presentation and verbal communication skills
- Strong team work ethic and collaborative approach to work
- Demonstrated time management and organizational skills with the ability to think and plan strategically and problem solve

Georgian College supports diversity, equity and a workplace free from harassment and discrimination. Georgian College is committed to an inclusive, barrier-free recruitment and selection process and workplace. If you are contacted to participate in the recruitment, selection and/or assessment process, please advise the interview coordinator of any accommodations needed with respect to any materials or processes used to ensure you have access to a fair and equitable process.

Alternate formats will be provided upon request throughout the recruitment and selection process.

APPLY NOW:

To be considered for this position, please visit our website at www.GeorgianCollege.ca and apply by navigating to About Us and then to Career Opportunities.

Applications for this position must be received by **5:00 p.m. on March 12, 2020**. While we thank all applicants, only those contacted for an interview will be acknowledged.