

Manager, Student Recruitment
Centennial College
centennialcollege.ca/careers

- **Job Number:** J0221-1234
- **Job Title:** Manager, Student Recruitment
- **Job Type:** Permanent FT Management & non-union Professionals
- **Bargaining Unit:** Non-bargaining
- **School/Department:** Student Success
- **Campus/Location:** Progress Campus
- **Pay Range:** \$85,711.00 - \$107,138.00/Year
- **Pay Band:** 11 Admin
- **Hours/Week:** 35
- **Shift Schedule:** Monday - Friday, 8:30 am - 4:30 pm
- **Open Positions:** 1
- **Date Posted:** February 19, 2021
- **Closing Date:** March 12, 2021

Note: Due to the current COVID-19 pandemic, this position will be remote until further notice. Diversity, equity and inclusion are fundamental to our mission to educate students. We are committed to education that places strong emphasis on global citizenship, social justice and equity. There is a strength and richness that diversity brings to our workforce and we welcome contributors from equity groups including: Visible Minorities, Persons with Disabilities, Lesbian Gay, Bisexual, Transgender and Queer persons.

We also recognize that Centennial is situated on the Treaty Lands of the Mississaugas of the Credit First Nation and pay tribute to their legacy as well as that of all First Peoples that have been and remain present here in Toronto. We recognize that First Peoples come from sovereign Nations and that part of understanding our responsibilities of residing on this territory are understanding the history and legacy of the Treaties signed here, and that all peoples in this area are Treaty people with obligations and responsibilities to all our relations.

Position Summary

The Manager of Student Recruitment is responsible for developing and managing the College's domestic recruitment and sales strategies to attract direct (high school) and non-direct prospective students to the College's full-time and part-time program offerings. The incumbent's primary goal is to ensure Centennial College meets its domestic in-person and online program

enrolment targets by generating a strong applicant pool of qualified students for all full-time, part-time, and micro-credential offerings.

The incumbent will lead the development and management of a high-performance recruitment/sales team and a technology-enabled sales infrastructure that supports the College's enrolment strategy. The incumbent will empower an integrated communication and recruitment strategy that effectively and efficiently advances enrolment objectives while building brand reputation. The incumbent will represent the College in a range of internal and external activities to increase partnerships and raise awareness of Centennial College's program offerings and pathways.

The incumbent will: be the subject matter expert on application, confirmation, conversion, and yield data and activities as to identify and develop strategies that decrease barriers and increase opportunities with regard to under-performing secondary and post-secondary educational institutions, community and corporate agencies, and academic programs; based on data, develop, implement, and evaluate in-person and virtual recruitment programs, strategies, and initiatives to promote Centennial College as the college of choice for prospective students; implement a strategic and tailored communication plan that ensures a seamless and emotive experience for students throughout the recruitment and admission funnel; nurture and develop the recruitment/sales team's competencies and capacity including the development and implementation of a fulsome recruiter training program that involves all internal College stakeholders; provide oversight of the development and approvals of College recruitment presentations, publications, and on-campus tour scripts.

The incumbent will develop strong relationships and ultimately reciprocal partnerships with each of the College's Academic Schools and internal stakeholders, community agencies, local companies and social services, Toronto and York District School Boards and Catholic School Boards, and key staff from high-yield high schools and agencies.

The incumbent is directly responsible for the domestic recruitment department, including the supervision of full-time and contract staff, its strategic direction, all domestic recruitment and numerous outreach activities and initiatives, including in-person and virtual recruitment visits and presentations, events, on-campus engagement, communication, and conversion activities, budget, and year-end analysis and reporting.

Responsibilities

- Oversees and coordinates all domestic recruitment/sales/relational strategies, planning, and activities including in-person and virtual secondary and post-secondary school and community

and agency visits and presentations; the Ontario College Fair; campus and program open houses; on-campus engagement activities; influencer (such as guidance counsellors, key external staff, parents and supporters) engagement events and initiatives; conversion campaigns.

- Manages and nurtures key relationships within high-yield high schools, post-secondary institutions, employment and community agencies, industry, and other critical organizations associated with prospective student applicants.
- Develops and maintains a comprehensive prospective communications map, including developing recruitment communication plans such as targeted automated communication, electronic publications, and newsletters for segmented prospective student populations and their promoters/influencers throughout the recruitment cycle, identifying and acting on gaps, barriers, and opportunities.
- Leads the work in the development of the recruitment presentation and promotional materials that address the needs of various audiences (direct – high school, non-direct, mature students, etc.) such as admissions publications, digital content, OCAS materials, brochures, flyers, posters, booths, and other items as required.
- Researches, reviews, and evaluates data through various channels (including OCAS market share report and data cubes, CRM database, and internal College reports) to adapt/develop recruitment and conversion plans, including the services offered to targeted schools and agencies, participation in fairs, and the use of technology, such as webinars, social media, and text messaging.
- Acts as department lead on the recruitment CRM, including data management, reporting, campaigns, training and business process development.
- Identify and recommend benchmarks and metrics to continually evaluate and improve recruitment and sales strategies and conduct post-intake reviews of recruitment lead generation, territories, and conversion activities.
- Supervises, engages, organizes, and facilitates comprehensive and in-depth recruitment and sales training for a recruitment/sales team of recruiters and coordinators within a unionized environment.
- Ensures sound financial planning and budgeting control systems are in place to ensure maximum return for investments made.

Qualifications/Experience

- Four (4) year degree in business administration or 3-Year Advanced Diploma/Degree with CPSA Certified Sales Professional (CSP) professional designation, or an equivalent combination of education and experience.

- Seven (7) years relevant experience, including progressive management experience in sales, business development, or student recruitment in either the public or private sectors.
- Knowledge of best practices, initiatives, current research and thinking related to the portfolio, including in-person and online post-secondary education enrolment, and demonstrable ability to assess their relevance and application to the Centennial College context.
- Demonstrated and successful track record developing sales/business development/recruitment strategies and business plan execution.
- Effective team leadership and management skills. Ability to provide direction and subsequently plan, organize, delegate and evaluate work in collaboration with others. Ability to effectively motivate staff and establish a high-performance team and culture to achieve required goals and outcomes. Skilled at dealing with conflict, problem-solving and exercising political acumen.
- High-level communication skills including excellent writing, editing, verbal and presentation skills; social media literacy and fluency.
- Proven leadership, analytical and decision-making skills to exercise sound judgment and synthesize complex issues with competing priorities.
- Ability to build positive and productive relationships with diverse groups of people; a drive for results combined with an appreciation for organizational structures and process; thrives in a collaborative and challenging environment.
- Experience with strategic planning, operationalizing an effective business plan and project management, including work process reviews.
- Experience in researching/identifying/analyzing issues, with the demonstrated ability to recommend resolution/changes to practices and procedures.
- Track record of developing, delivering and evaluating new initiatives, particularly with a strong client focus and customer service orientation.
- Experience in developing, monitoring and directing budget activities for large operations.
- Experience and/or training in outcome-based program/service planning and evaluation.
- Proficiency in PC software such as MS Office, databases, CRM, and communications.
- Must possess a valid G Driver's License and access to a reliable vehicle

Proof of credentials or equivalencies from accredited regional or federal post-secondary institutions and/or their foreign equivalents will be required at the time of job offer.

When applying, your cover letter and résumé must include examples that reflect all of the requested skills and qualifications and **must be submitted online by March 12, 2021 at 11:59 PM EST. Please quote Job ID J0221-1234.** Misrepresentation of applicant information will be grounds for your exclusion from the competition or for dismissal should you subsequently be hired for

the position. We wish to thank all applicants for their interest and advise that only those selected for an interview will be contacted.

We are committed to providing persons with disabilities equal opportunities regarding all employment activities, including access to jobs and accommodations during employment as required, in accordance with the Ontario Human Rights Code (OHRC) and the Accessibility for Ontarians with Disabilities Act (AODA).