



## **Associate Vice-President of Global Strategy and Market Development**

***A high-impact career opportunity for a culturally aware, strategically minded, and results-oriented senior leader who has the entrepreneurial drive to develop and execute innovative approaches to enrolment and market development in a highly competitive and changing higher education environment, while being deeply engaged in – and committed to – institutional sustainability and learner success.***

### **About the College**

Centennial College's focus remains uniquely focused on preparing graduates to enter the workforce as leaders of tomorrow. As a result, we have worked intentionally to build lasting partnerships with local communities, while preparing our graduates to succeed globally. Along with offering industry-recognized programs at five Toronto campuses, we deliver comprehensive curricular experiences for our international students and strive to enable a growing number of Canadian learners to explore international opportunities.

We believe a Centennial learning experience delivers an education without borders. For the past 50 years, we have transformed ourselves from a local community college to a world-class institution, with a consistent and sustained presence in countries like China, Brazil, Ghana, India, Italy, Jamaica, Mexico, Morocco, Nepal, Nigeria, United States, Peru, South Korea, and Vietnam. We are now prepared for the next set of opportunities: to be more innovative and entrepreneurial, to further harness the benefits of technology, to creatively engage our employees, to build more bridges with local and global communities and employers, and to see our graduates engage in meaningful work and live richly textured lives. As Centennial's new **Associate Vice-President (AVP) of Global Strategy and Market Development**, you will play a vital role in helping the College achieve these aspirational objectives at the corporate, divisional, and pan-institutional AVP level.

Centennial College recognizes and affirms Diversity, Equity and Inclusion and Indigenous ways of knowing as central to the vibrancy and uniqueness of its learning and working academic mission. We strongly encourage applications from members of Indigenous communities and all equity-deserving groups including Women, Racialized, Persons with Disabilities, and LGBTQ+ communities.

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 true history, circumstances and legacy of the Treaties signed here (such as the Toronto Purchase, Robinson-Huron Treaty and Williams Treaties) and including pre-contact Treaties and Agreements between sovereign Nations and that all peoples in this area are therefore Treaty people with obligations and responsibilities to all our relations.

### **About the Role**

Reporting directly to the Vice-President of Strategic Enrolment Management (SEM), you will provide strategic direction to achieve the College's international and domestic enrolment goals. This involves helping the College establish and achieve diversity of learners by stewarding the College's evolution and growth at the institutional, school, program, and course level while keeping a pan-Canada and global focus. You will be responsible for understanding and translating Centennial's overall demographics, program delivery modalities which encompass part-time, full-time, on-line, in-person, and hybrid delivery, and diverse credential types. You will promote ethical internationalization and infuse an access lens into all recruitment activities, ensuring alignment with the College's mission, vision, and values.

With this mandate in mind, you will vision and steward the development, execution, and monitoring of international and domestic enrolment activities, transnational education initiatives, and strategic partnerships, and identify new opportunities for national and global engagement aimed at diversifying enrolment revenue streams. Centennial's senior academic and executive leaders will also value your expert counsel and rely on you to provide market intelligence and identify emerging issues, risks, and strategic opportunities.

This is a multi-layered and complex portfolio, with several pan-College accountabilities to ensure strategic market alignment and development, and effective oversight of multiple off-shore projects, learning sites, and offices. You will achieve this while also overseeing domestic recruitment operations, and while optimizing human, financial, and technical resources across your department.

Key responsibilities will include:

- Strategic planning at the AVP level
- Achieving international and domestic enrolment targets
- Market research and development
- International relations: agents, government bodies, trade commissioners, consulates and other officials, post-secondary university and college leadership
- Canada external relations: secondary school and post-secondary school leadership, government officials, parents and other influencers
- Stewarding financial and human resources, including establishing an inclusive engagement approach that empowers individuals and team.
- Streamlining experiences for prospective students and applicants

As AVP of Global Strategy and Market Development, you will model cultural and political acumen and exceptional communication skills as you build trust across and beyond all levels of staff and leadership, and with external stakeholders, from embassies, trade commissioners, government, provincial, national and international organizations, and others. You will deliver this leadership and support provincially, nationally, and internationally. As part of the VP SEM's senior leadership team, you will provide strategic and operational insight focusing on the full range of learner experiences – from first point of contact through to graduation and beyond – within the full context of SEM.

### ***About the Candidate***

You are a culturally aware, politically sensitive, and innovative senior leader with an entrepreneurial outlook, combining knowledge of strategic market development, enrolment planning, target marketing, and issues affecting higher education, both domestically and internationally. Your senior management experience has earned you respect as a visionary in the international arena and as an innovator in domestic and international market planning and recruitment.

An innovative thinker, you can plan and lead transformation of the College's vision into reality. Ideally, you have 15 years of experience or an equivalent and combined level of education and experience in a senior leadership capacity involving significant complexity and scope within an academic or entrepreneurial enterprise. Ideally, this will have included experience in higher education where you will have proven an in-depth understanding of post-secondary education. In this role, you will demonstrate expert knowledge about the current higher education landscape, geopolitical contexts, enrolment optimization, and the use of data and analytics in decision-making.

Your expertise is well supported by a master's degree or equivalent from a recognized post-secondary institution within a relevant specialty (e.g., International Relations, Market Development, Business Administration, Educational Administration), senior management experience in an educational institution, or an equivalent combination of education and recent relevant experience in a senior position.

Your record of accomplishment of success attests to your intercultural and political awareness. You will come with a strong understanding of societal structures, political dynamics, economic/cultural norms/customs, and religious restrictions, as well as climatic and infrastructure hurdles inherent in foreign

countries and across Canada's provinces and territories, together with superior knowledge of regulatory and legislative processes, and other issues related to operating abroad and across provincial jurisdictions.

As an accomplished leader and strategic thinker, you are equally recognized for being adept at building, supporting, and empowering high-performing teams, bringing people together around a shared vision, bringing operational plans to life and fruition, facilitating positive labour relations, and contributing to the continued success of the College and its learners.

To apply to this mission-critical executive role in higher education, submit your application to **Phelps** by clicking here: <https://bit.ly/3n7IW0r>

Application deadline: **April 14, 2023.**



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