



Vice-President, Marketing and Enrolment

Loyalist College is actively seeking a collaborative leader to serve as their next **Vice-President, Marketing and Enrolment**.

Loyalist College is Ontario's Destination College – empowering students, faculty, staff, and partners through experiential, industry focused, cluster-based education, training, and applied research programs. Located on more than 200 acres in the beautiful Bay of Quinte region, the College is perfectly positioned between Toronto, Ottawa, and Montreal. Loyalist College is a close-knit community where students and their success come first. Loyalist provides personalized attention in small classes, rewarding field placements and superior student services. The College offers more than 70 full-time programs, apprenticeships, and hundreds of online, distance and in-class courses, as well as opportunities for continuing education through more than 100 university transfer agreements.

Reporting to the President and Chief Executive Officer, the **Vice-President, Marketing and Enrolment** will be a member of the College's Senior Leadership Team and provide leadership, strategic planning and senior management direction to the administrators and staff responsible for Marketing, Domestic and International Enrolment, and Institutional Research.

As a member of the President's senior management team, the VP, Marketing and Enrolment will participate in the overall management of the College's domestic enrolment and oversee the development of a domestic growth strategy to positively impact the long-term health of the college. With multiple campuses, the VP, Marketing and Enrolment will also be responsible for focusing on, and ensuring, institutional alignment on enrolment across all departments within the division.

The VP, Marketing and Enrolment will also ensure there is full alignment and support between Enrolment and Marketing, oversee International recruitment, and ensure compliance with the new Colleges Ontario International Student Standards. Additionally, the VP will be responsible for Strategic Enrolment Planning, developing effective marketing strategies to grow enrolment and other institutional marketing objectives.

As the ideal candidate, you have a minimum of twelve (12) years of demonstrated leadership experience in higher education admissions, enrollment management and marketing, and student services. You have a Bachelor's Degree in Business, Marketing, or relevant field; a Master's degree in a relevant field would be preferable. You are an approachable and collegial leader with demonstrated experience in at least one of the divisions disciplines (Marketing, Communications, Institutional Research, Strategic Enrolment Management, and International Recruitment). You possess advanced strategic planning and project management knowledge and skills and are also knowledgeable about current marketing and enrollment management concepts and strategies, and student enrolment enhancement and retention strategies. You demonstrate strong analytical and entrepreneurial abilities and are familiar with current technology utilized in the development and execution of comprehensive marketing and enrolment plans. Lastly, you possess exceptional oral and written communication skills, tact, relationship building, diplomacy and integrity and the ability to devise strategic and innovative approaches.

If you are interested in pursuing this exciting opportunity, please apply online at: <http://www.kbrs.ca/Career/17047>. For more information, please contact Katherine Frank at kfrank@kbrs.ca or Lauren Wright at lwright@kbrs.ca

Loyalist College is committed to promoting a diverse and inclusive college community. We encourage and welcome applications from marginalized and equity seeking groups.



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Loyalist College invites applications from all qualified candidates; however, Canadian citizens and permanent residents will be given priority.

KBRS will provide support in its recruitment processes to applicants with disabilities, including any accommodation that considers an applicant's accessibility needs. Should you require accommodation to participate fully in the recruitment process, please contact accommodate@kbrs.ca