



SOUTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Associate Vice President, Marketing
Calgary, AB

**Come join a community of thinkers, creators,
and champions reimagining tomorrow's workforce.**

The Southern Alberta Institute of Technology (SAIT) is a polytechnic institute in Calgary, Alberta, with a vision to become a global leader in applied education. Building on its 100+ year history SAIT continues to reimagine the workforce of tomorrow and continues to train hit-the-ground-ready, future-proofed graduates.

An opportunity now exists to join the senior leadership team as SAIT's Associate Vice President, Marketing (AVP). The AVP will lead the development and execution of SAIT's brand and marketing strategies. The institution is embarking on an ambitious four-year Strategic Enrolment Management Plan and this position will be mission-critical to its success. The AVP will bring a fresh and innovative approach to SAIT's student recruitment and onboarding.

Reporting to the Vice-President, External Relations, the AVP works closely with leaders across the institution to develop SAIT's overall marketing strategy and plan, aligned with SAIT's strategic plan and SAIT's Strategic Enrolment Management plan. You are an inspiring leader with a collaborative approach and have a proven ability to cultivate strong relationships and productive partnerships with internal and external stakeholders.

As the ideal candidate, you have a minimum of a Degree in Marketing or a related field combined with at least ten years of marketing experience in progressively senior positions and a demonstrated ability to lead change and execute strategy ideally in a post-secondary or public-sector environment

SAIT is committed to equity and diversity within its community and especially welcomes applications from women, racialized persons/persons of colour, Indigenous peoples, persons with disabilities, and persons of all sexual orientations and genders. All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents will be given priority.

To submit your CV for consideration, in confidence, please visit <https://mbexec.com/sait-avp-marketing>. For more information, please contact Brittany Stansfield at bstansfield@mbexec.ca or Alex Verdecchia at averdecchia@mbexec.ca.

