

Job Category:	Administrator
Job Code:	
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Pay Grade:	12

JOB DESCRIPTION

DIRECTOR, STUDENT RECRUITMENT

NATURE AND SCOPE OF WORK

Reporting to the Senior Director, Marketing and Recruitment, the Director, Student Recruitment provides strategic and operational leadership for the University's domestic student recruitment portfolio. The Director is responsible for the design, implementation, and continuous improvement of integrated recruitment strategies that support sustainable enrolment growth, enhance the prospective student experience, and advance the University's strategic enrolment and brand objectives.

As a key member of the Marketing and Recruitment leadership team, the Director plays a critical role in ensuring recruitment strategies are fully aligned with institutional priorities, marketing strategy, brand positioning, and digital engagement initiatives. The role leads a coordinated, data-informed approach to domestic recruitment spanning awareness, inquiry, application, conversion, and enrolment.

Working closely with the Senior Director, Marketing and Recruitment and colleagues across Marketing & Digital Experience, Student Services, Registrar's Office, and the Faculties, the Director ensures recruitment activities are integrated, market-informed, and performance-driven. The position provides strategic advice and recommendations on recruitment trends, market intelligence, audience segmentation, and enrolment performance.

The Director leads and develops a team responsible for domestic recruitment activities and ensures that all outreach, engagement, and conversion strategies reflect a student-centred, inclusive, and high-quality experience.

ILLUSTRATIVE EXAMPLES OF DUTIES

Strategic Recruitment Leadership

- Leads the development, implementation, and evaluation of integrated domestic recruitment strategies aligned with institutional enrolment goals and strategic priorities.

- Translates institutional enrolment objectives into actionable recruitment plans, performance targets, and engagement strategies.
- Supports recruitment priorities across domestic, Indigenous, transfer, and pathway markets.
- Provides strategic advice to the Senior Director, Marketing and Recruitment on enrolment trends, market opportunities, and competitive positioning.
- Uses market intelligence, demographic trends, and performance analytics to inform recruitment planning and decision-making.
- Ensures recruitment strategies are responsive to evolving student behaviour, labour market trends, and post-secondary sector dynamics.
- Establishes key performance indicators (KPIs), monitors outcomes, and leads continuous improvement of recruitment performance.

Domestic and Recruitment Operations

- Provides leadership for all domestic recruitment activities, including school visits, fairs, agent engagement, campus events, and virtual recruitment initiatives.
- Oversees the planning and execution of recruitment travel within BC and across Canada, as required.
- Develops and maintains relationships with school districts, counsellors, education partners, community organizations and recruitment partners.
- Leads the development of tailored recruitment approaches for diverse student markets and geographic regions.
- Ensures recruitment activities are responsive to prospective student needs and aligned with institutional messaging, brand standards, and marketing campaigns.
- Oversees the coordination of recruitment events, including on-campus open houses, yield events, and outreach initiatives.

Enrolment Management and Funnel Optimization

- Contributes to institutional enrolment management strategies by aligning recruitment activity with conversion and yield outcomes.
- Works collaboratively with Marketing, Admissions, and Digital Experience teams to optimize the student recruitment funnel from awareness through to enrolment.
- Applies CRM and data-driven approaches to segmentation, personalization, lead nurturing, and conversion optimization.
- Analyzes recruitment funnel performance and identifies opportunities to improve conversion rates and student experience.
- Supports the development of integrated communications and engagement strategies for prospective students and applicants.
- Ensures recruitment practices contribute to a seamless, inclusive, and student-centred enrolment journey.

Recruitment Strategy and Partnerships

- Leads the development and execution of recruitment strategies in alignment with institutional priorities and global market opportunities.
- Manages relationships with recruitment partners, and institutional collaborators.

- Monitors market trends, geopolitical factors, and competitive dynamics to inform recruitment strategy.
- Ensures compliance with relevant education regulations, ethical recruitment practices, and institutional standards.

Collaboration and Cross-Functional Integration

- Works collaboratively with the Senior Director, Marketing and Recruitment and Director, Marketing & Digital Experience, to ensure alignment between recruitment, marketing, brand strategy, and digital engagement.
- Partners with Marketing & Digital Experience to ensure cohesive messaging, campaign integration, and prospective student communications.
- Collaborates with Admissions to ensure alignment between recruitment activity and admissions processes, policies, and conversion strategies.
- Works with Faculties and academic departments to support program-level recruitment initiatives and labour market alignment.
- Coordinates with Student Services to support transition, retention, and student success.

Data, Analytics, and Performance Measurement

- Utilizes market intelligence, CRM systems, and enrolment data to guide recruitment strategy and decision-making.
- Develops and monitors recruitment dashboards, reports, and performance indicators.
- Evaluates effectiveness of recruitment initiatives and adjusts strategies based on evidence and outcomes.
- Identifies emerging trends in student behavior, application patterns, and conversion performance.

Leadership and Team Development

- Leads, coaches, and develops a team of domestic recruitment professionals.
- Establishes clear expectations, performance objectives, and accountability frameworks for team members.
- Fosters a culture of collaboration, innovation, accountability, inclusion, and service excellence.
- Supports professional development, succession planning, and talent development within the recruitment team.
- Promotes a high-performance culture focused on enrolment outcomes and student experience.

Budget and Resource Management

- Develops and manages the domestic recruitment budget in alignment with strategic priorities.
- Allocates resources effectively to support recruitment activities, travel, events, and market development.
- Monitors expenditures and ensures responsible stewardship of institutional resources.
- Recommends investment priorities based on performance data and enrolment goals.

Policy, Compliance, and Institutional Contribution

- Ensures recruitment practices comply with institutional policies, privacy legislation, and ethical recruitment standards.
- Maintains up-to-date knowledge of post-secondary sector trends, policies, and regulatory environments.
- Participates in internal and external committees as required.
- Contributes to institutional planning, enrolment strategy development, and cross-functional initiatives.

REQUIRED TRAINING AND EXPERIENCE

- Bachelor's degree
- Minimum of five years of progressively responsible leadership experience including a supervisory role. Preference given to direct student recruitment experience.
- Experience managing operating budgets and organizational resources.
- Experience within a post-secondary environment is strongly preferred.
- Demonstrated experience leading recruitment teams and managing complex recruitment portfolios.
- Experience working in a complex public-sector and/or unionized environment is considered an asset.
- Valid Class 5 BC Drivers License required.
- Ability to travel required.
- Thorough knowledge of database software including Teams, Excel, project management, and CRMs (Banner knowledge is an asset)

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Demonstrated expertise in domestic student recruitment within a post-secondary environment.
- Strong understanding of strategic enrolment management and the integration of recruitment, marketing, and admissions functions.
- Proven ability to develop and execute data-informed recruitment strategies that achieve measurable enrolment outcomes.
- Experience using CRM systems, market intelligence, and analytics to optimize recruitment performance.
- Strong leadership skills with experience managing teams in a complex, service-oriented environment.
- Excellent communication, relationship-building, and stakeholder engagement skills.
- Demonstrated ability to work collaboratively across academic and administrative units.
- Strong analytical, problem-solving, and strategic planning capabilities.
- Ability to manage multiple priorities in a dynamic and evolving environment.
- Commitment to equity, diversity, inclusion, accessibility, and student success.
- Demonstrated political acuity, diplomacy, and sound judgment.