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EXECUTIVE DIRECTOR, MARKETING AND RECRUITMENT

NATURE AND SCOPE OF WORK

Reporting to the Vice-President, External Relations, the Executive Director, Marketing and Recruitment provides strategic leadership for the University's student recruitment, marketing, brand strategy, digital engagement and institutional events portfolios.

As a key member of the External Relations Leadership Team and the University's Senior Leadership Council, the Executive Director serves as the University's senior authority on marketing strategy, brand governance, market positioning, student recruitment strategy and enrolment-focused marketing. The position is responsible for establishing the strategic vision, priorities and performance expectations for the marketing and recruitment operating units and ensuring alignment with the University's strategic plan, enrolment objectives and institutional priorities.

The Executive Director leads integrated marketing, recruitment and engagement strategies designed to strengthen the University's reputation, support sustainable enrolment growth and enhance the prospective student experience across the student journey. The role is responsible for ensuring a coordinated and data-informed approach to audience engagement spanning awareness, consideration, inquiry, application, conversion and enrolment.

Through a leadership team consisting of the Director, Marketing & Digital Experience, the Director, Recruitment, and the Manager, University Events & Ceremonies, the Executive Director is accountable for the overall effectiveness, integration and performance of these functions.

The Executive Director informs, shapes and implements strategic initiatives and operational plans, oversees planning and resource allocation, and ensures the effective use of market intelligence, analytics and performance measurement to support evidence-based decision-making. The role provides executive-level advice to the Vice-President, External Relations and President regarding enrolment trends, market opportunities, audience engagement, brand strategy, institutional positioning and growth opportunities.

As the most senior leader within the portfolio reporting to the Vice-President, External Relations, the Executive Director serves as the Vice-President's designate and principal

strategic and operational support, providing leadership continuity, advancing strategic initiatives and representing the Vice-President and portfolio as delegated.

ILLUSTRATIVE EXAMPLES OF DUTIES

Strategic Leadership and Oversight

- Leads the development of an integrated recruitment and engagement framework that aligns marketing, digital engagement, recruitment outreach, prospective student communications, events and conversion activities to support enrolment growth and an exceptional prospective student experience.
- Informs and shapes strategic initiatives and operational plans for the marketing, recruitment and events functions in alignment with the university's strategic plan and institutional priorities.
- Establishes goals, objectives, performance measures and service priorities.
- Provides strategic advice and recommendations to the Vice-President, External Relations and President regarding enrolment trends, market opportunities, institutional positioning and performance.
- Establishes priorities and ensures the effective alignment of people, resources and investments to achieve institutional objectives.
- Generates innovative and entrepreneurial approaches that contribute to sustainable enrolment growth, institutional visibility and organizational effectiveness.
- Oversees the development of performance frameworks, reporting mechanisms and assessment processes to evaluate outcomes and support continuous improvement.
- Monitors developments and emerging trends in higher education, strategic enrolment management, demographics, student behaviour, digital engagement and market dynamics to inform strategic direction and resource planning.
- Ensures marketing and recruitment activities are integrated, coordinated and aligned with broader institutional objectives.

Marketing, Brand and Digital Strategy

- Working with the Director, Marketing and Digital Experience, provides strategic advice on marketing strategy, enrolment marketing, brand management and market positioning.
- Provides leadership in establishing the strategic vision and priorities for institutional marketing activities and ensures alignment with the University's strategic objectives and enrolment goals.
- Provides leadership for the development and evolution of the University's brand strategy and ensures consistent application of brand standards across institutional marketing, recruitment and engagement initiatives.
- Acts as the institutional authority on brand governance and approves significant brand, positioning and market-facing initiatives.
- Oversees long-term strategies that enhance brand awareness, market presence, audience engagement and institutional reputation.
- Ensures institutional strategies and priorities are informed by market trends, audience insights, forecasting, and performance data.

- Establishes marketing investment priorities and ensures resources are aligned with institutional objectives and measurable outcomes.
- Champions innovative approaches to digital engagement, prospective student communications, audience development and CRM-enabled engagement strategies.
- Monitors and evaluates marketing effectiveness and directs strategic adjustments to improve performance and return on investment.

Student Recruitment and Enrolment Strategy

- Provides strategic leadership and oversight for the University's recruitment activities, enrolment marketing initiatives and prospective student engagement strategies.
- Provides leadership in establishing recruitment priorities and strategic direction in support of institutional enrolment objectives.
- Ensures alignment between recruitment strategies, institutional priorities, and enrolment goals across domestic, international, Indigenous, transfer, and other prospective student markets.
- Oversees the development of integrated prospective student engagement and conversion strategies across the recruitment funnel and ensures recruitment and communication practices contribute to a positive, inclusive, and student-centred experience that reflects the University's values and strengthens institutional reputation.
- Provides executive oversight of CRM-enabled recruitment strategies, ensuring the effective use of segmentation, personalization, market intelligence and performance analytics to support enrolment objectives and student experience goals.
- Provides strategic oversight in the evaluation of market opportunities, audience segments, recruitment performance, and competitive dynamics to inform institutional decision-making.
- Supports collaboration among Recruitment, Marketing & Digital Experience, Faculties, Student Services, and other institutional partners to strengthen recruitment outcomes and student success.
- Promotes a coordinated and student-centred approach to recruitment and engagement that recognizes every interaction with prospective students as an opportunity to build trust, strengthen relationships and support informed decision-making.

Institutional Events and Ceremonies

- Provides strategic leadership and oversight for institutional events and ceremonies that support recruitment, student engagement, recognition and institutional priorities.
- Establishes strategic priorities and service expectations for the University Events & Ceremonies team.
- Ensures events contribute to enrolment objectives, constituent engagement and institutional reputation.
- Provides strategic guidance regarding planning priorities, resource allocation and performance outcomes.
- Supports the integration of institutional events within broader recruitment, marketing and engagement strategies.

- Evaluates event performance and guest experience to inform future planning and continuous improvement.

Leadership and Organizational Effectiveness

- Provides leadership, direction, coaching, and support to directors and managers responsible for marketing, recruitment and events.
- Establishes clear accountabilities, performance expectations and strategic objectives for unit leaders.
- Builds leadership capacity through mentorship, succession planning and professional development initiatives.
- Fosters a culture of collaboration, accountability, innovation, inclusion and service excellence.
- Leads organizational reviews and identifies opportunities to improve structures, services, processes and resource utilization.
- Serves as a sponsor for change and supports institutional initiatives that advance the university's vision, values and strategic direction.
- Creates a compelling case for change and inspires leaders and staff to champion innovation and continuous improvement.

Strategic Support to the Vice-President, External Relations

- Serves as the principal strategic and operational support to the Vice-President, External Relations.
- Assists in the development and implementation of portfolio priorities, integrated planning, strategic initiatives and institutional projects.
- Coordinates cross-functional initiatives on behalf of the Vice-President and supports the advancement of institutional priorities.
- Represents the Vice-President on committees, working groups and institutional initiatives as delegated.
- Provides leadership continuity and decision support during periods of absence.
- Supports executive decision-making through analysis, recommendations, reports, presentations and briefing materials.
- Acts on behalf of the Vice-President, External Relations as delegated.

Financial and Resource Management

- Oversees the development and management of operating and project budgets.
- Allocates financial and human resources in alignment with strategic priorities and institutional objectives.
- Monitors portfolio performance and resource utilization and recommends adjustments as required.
- Ensures responsible stewardship of institutional resources and compliance with university policies and procedures.
- Reviews and approves major initiatives, investments and projects within delegated authority.

- Ensures financial planning supports the achievement of enrolment, marketing and institutional goals.

REQUIRED TRAINING AND EXPERIENCE

- Bachelor's degree in marketing, communications, business, education, public administration or equivalent combination of experience and education.
- Minimum of seven years of progressively responsible leadership experience in marketing, student recruitment, enrolment management, external relations or related fields.
- Significant experience leading leaders and multidisciplinary teams within a complex organization.
- Demonstrated success overseeing institution-wide marketing, brand, recruitment and engagement strategies.
- Experience managing significant operating budgets and organizational resources.
- Experience within a post-secondary environment is strongly preferred.
- Experience working in a complex public-sector and/or unionized environment is considered an asset.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Recognized expertise in strategic marketing, brand management, student recruitment and enrolment growth strategies.
- Strong understanding of strategic enrolment management principles and the integration of marketing, recruitment, digital engagement and prospective student experience strategies.
- Demonstrated ability to develop and lead institution-wide marketing, brand and recruitment strategies that achieve measurable outcomes.
- Experience using market intelligence, audience insights, analytics and performance measurement to inform strategic planning and investment decisions.
- Demonstrated ability to advise executive leaders on market positioning, brand strategy, enrolment trends, and organizational growth opportunities.
- Demonstrated ability to lead complex, cross-functional initiatives that improve organizational effectiveness and support sustainable enrolment growth.
- Knowledge of emerging trends and leading practices in higher education recruitment, digital engagement, student decision-making and enrolment management.
- Exceptional strategic planning, leadership, organizational development and change management skills.
- Strong analytical, problem-solving and decision-making abilities.
- Demonstrated success leading leaders and multidisciplinary teams in a complex organizational environment.
- Excellent relationship-building, influencing, negotiation and consensus-building skills.
- Excellent oral, written, presentation and executive communication skills.
- Strong financial management and resource planning capabilities.
- Ability to manage multiple priorities and competing demands in a complex and evolving environment.

- Demonstrated commitment to equity, diversity, inclusion, accessibility and reconciliation.
- Ability to exercise diplomacy, discretion, political acuity and sound judgment when dealing with sensitive matters.