

Class No.:	Administrator
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JOB DESCRIPTION MANAGER, INTERNATIONAL STUDENT RECRUITMENT

NATURE & SCOPE OF WORK:

Capilano University, International oversees the Centre for International Experience (CIE) and Internationalization of the University. Activities of this division include promotion, recruitment, admission, transition and retention of international students from around the world.

The Manager, International Student Recruitment is responsible for developing and implementing promotion and recruitment strategies and activities in assigned target countries/regions in order to support and achieve international recruitment objectives. With strong emphasis on exceptional customer service practices, the recruitment manager will manage recruitment agent networks, monitor agent business practices, participate in international recruitment activities, help identify international business opportunities, and work closely with the international admissions, study abroad, marketing and communications divisions in fulfilling efficient and effective recruitment to registration at the university. The International Recruitment Manager will be the principal resource of student recruitment expertise within the institution for their market portfolio. They will be engaged in current and emerging recruitment services, activities, and communications globally and specifically in their assigned countries/regions. The International Recruitment manager will have knowledge, training and experience with international student related matters, policies and practices of external organizations, such as professional and government agencies including Immigration, Refugees, and Citizenship Canada (IRCC), recruitment agencies, university partners, as well as the BC and foreign education systems. This position is also responsible for monitoring and contributing to social media channels for the purpose of international promotion and recruitment generally, and specifically, for assigned countries/regions. Considerable overseas travel for extended periods of time throughout the year is required. The position works closely with all members of the CapU International team and reports to the Director, International.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Prepare and coordinate an annual local and international student recruitment schedule and related activities for assigned countries/regions including scheduling events, participants, meetings, etc.
- Represent Capilano University by attending international and local international student recruitment events such as international student fairs, information sessions, and school liaison visits for assigned countries/regions.
- Collaborate with other international recruitment managers to coordinate international recruitment efforts, which may be conducted by CIE team members, or other university employees who are asked to participate in international student recruitment efforts.
- Work directly with the university field representatives for assigned countries/regions on development and implementation of recruitment strategies and activities.

- In collaboration with other international recruitment managers, supervise International Student Recruitment Ambassadors (Student Employees) who are supporting international student recruitment efforts.
- Represent Capilano University during meetings with existing agents, screen potential agents and provide training to agents and their staff as required.
- Act as a liaison with local and international school counsellors, pathway partners, education trade officers and others as requested by the Director, International in the international recruitment network including building relationships and providing training.
- Host incoming agents/guests, plan familiarization tours, attend education functions/seminars, agent outings, social events, community events/charities as required.
- Research and report on new or emerging target markets; gathers intelligence on customers and competitors and contribute to the development of the International marketing and recruitment plan.
- Undertake communications planning as relevant for the customer relationship management (CRM) efforts. Implement these plans and monitor the results of these plans.
- Take leadership in the development of a social media plan towards the promotion and recruitment of international students to Capilano University; implement the plan and monitor the results of the plan.
- Contribute to the design and development of recruitment materials and ensure such materials flow to the marketing network.
- Contribute to the design, development and maintenance of the CapU International website, and CapU International social media channels.
- Plan and implement social media efforts related to international student recruitment; and monitor the results of social media efforts.
- Compile international recruitment results data to drive ongoing decision making.
- Make on the spot admissions decisions for specific programs following an established protocol.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Extensive knowledge of University functions, practices, policies and procedures, admissions and registration, programs and courses.
- Thorough knowledge of Canadian and international education systems, Canadian and other government bodies, and the conditions facing international students.
- Thorough knowledge of worldwide education systems and Immigration, Refugees, and Citizenship Canada (IRCC) policy as it relates to international student study and work eligibility in Canada.
- Thorough knowledge of word processing, spreadsheet and database applications, CRM systems and applications, social media, online communication applications, Banner or another automated student records system and the ability and interest in learning new applications.

- Demonstrated skills in conducting presentations in large and small groups in formal and informal settings.
- Demonstrated experience with and facility in using/creating new media.
- Proven track record as an international student recruiter.
- Demonstrated skills updating websites, creating content for blogs and creating video clips.
- Demonstrated skills in the field of cross cultural communications, with specific knowledge and capabilities in Asia based cultures.
- Demonstrated skills in a field where a high degree of customer service is required.
- Experience supervising staff; student employees or volunteers.
- Fluency in English reading, writing, speaking and listening.
- Fluency in Mandarin, Cantonese, Vietnamese, Japanese, or Korean or another language consistent with International recruitment needs as determined by CapU International.

REQUIRED TRAINING AND EXPERIENCE:

- Preferably completion of a masters and minimum bachelor's degree in education, business or a related field.
- Minimum three years' work experience in international education recruiting, with demonstrated abilities in developing markets, providing exceptional customer services, and building productive agency business relations.
- Significant experience planning and implementing social media, virtual, and other technology based applications for international education recruitment.
- Experience supervising staff, student employees or volunteers.

REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS:

- A valid Canadian passport.
- Registered International Student Immigration Advising (RISIA) certification is an advantage.