

Job Category:	Administrator
Job Code:	
Original Date:	September 2026
Last Revision Date:	
Pay Grade:	11

JOB DESCRIPTION

MANAGER, INTERNATIONAL STUDENT RECRUITMENT & PARTNERSHIPS

NATURE AND SCOPE OF WORK

Reporting to the Director, Student Recruitment, the Manager, International Student Recruitment & Partnerships provides leadership and operational oversight for Capilano University's international student recruitment activities and contributes to the development, implementation, evaluation, and continuous improvement of the University's international recruitment strategy.

The Manager is responsible for translating international enrolment priorities into coordinated operational plans and initiatives, including recruitment and conversion activities, staff leadership, budget and travel oversight, market research and data analysis, and the development and management of strategic relationships with education agents, institutional partners, and other external stakeholders.

The Manager provides leadership and operational oversight for a geographically dispersed international recruitment network that includes University recruitment staff and in-country representatives, as well as contracted education agents, recruitment agencies, institutional partners, and other external representatives. The Manager establishes expectations, coordinates market activity, monitors performance and compliance, supports training and development, and ensures that all representatives and contracted partners operate in alignment with Capilano University's recruitment objectives, policies, brand standards, regulatory requirements, and ethical recruitment practices.

Working collaboratively with academic and administrative units across the University, the Manager supports an integrated approach to international recruitment and conversion, provides professional and credible representation of Capilano University, and ensures that international recruitment staff and representatives uphold consistent standards of professionalism, accuracy, cultural awareness, and institutional representation when engaging with prospective students, families, partners, government representatives, and other constituents in Canada and internationally.

ILLUSTRATIVE EXAMPLES OF DUTIES

International Recruitment Strategy & Operational Leadership

- Works closely with the Director, Student Recruitment to contribute to the development, implementation, evaluation, and continuous improvement of Capilano University's international student recruitment strategy and annual recruitment plans.
- Assists the Director, Student Recruitment and coordinates with the International Recruiters in formulating annual, semester-by-semester recruitment targets at a global level.
- Translates institutional international enrolment priorities, targets, and strategic direction into coordinated operational plans, activities, timelines, and deliverables.
- Provides operational leadership for international recruitment, ensuring activities are strategically aligned, appropriately resourced, and focused on institutional enrolment and revenue objectives.
- Develops and oversees annual and multi-cycle recruitment plans encompassing travel, events, agent and partner engagement, school and institutional outreach, digital and virtual recruitment, and conversion initiatives.
- Identifies opportunities and recommends adjustments based on enrolment performance, market intelligence, government policy, student behaviour, competitor activity, and emerging international education trends.
- Supports the Director in identifying and evaluating new markets, recruitment channels, partnerships, and business development opportunities and prioritizes activities and resources based on anticipated impact and return on investment.
- Ensures international recruitment activities and practices comply with applicable federal and provincial legislation and regulations, including requirements established by Immigration, Refugees and Citizenship Canada (IRCC).
- Works with the Director, Student Recruitment, Purchasing and Procurement, Campus Security, Facilities, and other relevant areas to ensure that risk management procedures are proactively implemented and that appropriate reporting and compliance requirements are met for all operations, including international travel and the well-being of staff.
- Provides strategic oversight and direction to the planning of visits for incoming delegations of potential students, parents, agents Counsellors or other important constituent groups to the University.
- Provides operational oversight of CapU's international education agents, contracted recruitment agencies, and other third-party representatives, including onboarding, engagement, communication, training, performance monitoring, relationship management, contract and service-level expectations, compliance, and adherence to institutional policies and provincial and national ethical recruitment standards established by government regulators.

Staff Leadership, Supervision & Development

- Provides leadership, supervision, coaching, and direction to international recruitment staff located in Canada and international markets.

- Establishes individual and team goals, priorities, work plans, performance expectations, and accountability measures aligned with international recruitment objectives.
- Recruits, selects, onboards, trains, supervises, evaluates, and supports the professional development of international recruitment staff.
- Leads a geographically dispersed team across different countries, cultures, working environments, and time zones, establishing effective communication, collaboration, and accountability practices.
- Ensures staff maintain current knowledge of CapU programs, admissions requirements, recruitment practices, institutional policies, systems, market priorities, relevant Canadian immigration regulations, and ethical recruitment standards.
- Manages employee performance and workplace matters in accordance with University policies, applicable collective agreements, and established human resources practices.
- Works collaboratively with People, Culture & Diversity on recruitment, employee relations, performance management, accommodation, and other people-management matters, as appropriate.

International Partnerships & Agent Management

- Develops, maintains, and strengthens strategic relationships with education agents, institutional and pathway partners, schools, government agencies, diplomatic representatives, professional organizations, sponsors, and other organizations that support international enrolment objectives.
- Provides operational oversight of CapU's international education agent network, including agent engagement, communication, training, performance monitoring, relationship management, and adherence to institutional policies and expectations.
- Identifies and evaluates prospective agents and recruitment partners and provides recommendations regarding new relationships, renewals, performance, and strategic value.
- Develops and delivers training, resources, and communications to ensure agents and partners accurately, professionally, and effectively represent CapU.
- Ensures international recruitment staff, representatives, education agents, and recruitment partners operate in accordance with applicable IRCC legislation and regulations, provincial requirements, University policies, and established ethical standards for international student recruitment.
- Monitors partner activity, student outcomes, recruitment performance, quality, compliance, and return on investment, and identifies opportunities for new strategic partnerships.
- Represents CapU with external constituents and supports the Director and senior University leadership in high-level international partner engagements, visits, and delegations, as required.

Recruitment, Conversion & Student Journey

- Oversees recruitment and conversion initiatives designed to move prospective international students through the enrolment funnel from initial engagement through application, admission, acceptance, registration, and commencement of studies.
- Directly supports recruitment activities and prospective student engagement in local and other priority markets, including recruitment events, school and partner outreach, advising, presentations, and other recruitment activities, as operational needs require.
- Conducts direct follow-up with prospective students, leads, applicants, and admitted students in markets or audience segments where dedicated recruitment representation is not available, and provides additional coverage during periods of increased demand or staff absence.
- Provides operational recruitment coverage as required to ensure continuity of service and achievement of recruitment objectives, including assuming recruitment activities or market responsibilities when staffing or operational needs require.
- Works collaboratively with Admissions, Marketing and Digital Experience, Student Success, Faculties and Schools, and other institutional partners to identify barriers and improve student progression through the enrolment funnel.
- Develops and coordinates targeted engagement, follow-up, and conversion initiatives for leads, applicants, admitted students, and other priority audiences.
- Uses CRM and enrolment data to monitor funnel performance, identify areas requiring intervention, and evaluate the effectiveness of recruitment and conversion initiatives as well as to support lead nurturing and conversion activities and evaluate the effectiveness of recruitment communications.
- Ensures recruitment staff, representatives, and partners provide timely, accurate, consistent, and student-centred information and supports initiatives designed to strengthen yield and increase the number of admitted international students who successfully commence their studies at CapU.
- Oversees consistent use of the University's CRM by international recruitment staff, including appropriate documentation of recruitment activities, interactions, leads, and outcomes.

Market Intelligence, Data Analysis & Reporting

- Conducts and oversees market, competitor, demographic, policy, and enrolment research to inform international recruitment planning and decision-making.
- Analyzes recruitment, application, admission, registration, and enrolment data to identify trends, opportunities, risks, and areas requiring intervention.
- Develops reports, dashboards, market assessments, forecasts, and recommendations for the Director and other institutional constituents.
- Establishes and monitors key performance indicators for recruitment markets, staff activities, agents, campaigns, travel, events, and partnerships and evaluates effectiveness and return on investment.

- Maintains current knowledge of international student mobility trends, competitor activity, geopolitical developments, and federal and provincial policies affecting international student recruitment.
- Monitors changes to IRCC regulations, policies, processes, and requirements and provides analysis and recommendations regarding their potential impact on recruitment markets, practices, student decision-making, and enrolment outcomes.

Budget, Travel & Operational Management

- Assists the Director in developing the annual international recruitment budget and manages assigned budgets and expenditures within established University policies and financial procedures.
- Monitors expenditures, forecasts financial requirements, identifies variances, and provides budget updates and recommendations.
- Develops and oversees international and domestic recruitment travel plans aligned with market priorities, enrolment objectives, staff capacity, and available resources.
- Coordinates recruitment activities, travel schedules, events, and market assignments and evaluates proposed activities based on strategic relevance, anticipated outcomes, costs, and return on investment.
- Travels domestically and internationally to represent CapU and support priority recruitment initiatives, strategic relationships, events, and institutional objectives.
- Ensures appropriate stewardship of University resources and compliance with relevant financial, procurement, travel, risk-management, and administrative requirements.

Institutional Collaboration & Representation

- Serves as a key institutional resource and subject-matter expert regarding international student recruitment practices, markets, agents, partnerships, regulatory considerations, and emerging opportunities.
- Develops collaborative relationships with Faculties and Schools and administrative units to ensure international recruitment activities align with institutional capacity, program priorities, enrolment objectives, and student needs.
- Collaborates with Marketing and Digital Experience and other University partners on international recruitment marketing and communications strategies, campaigns, content, and materials.
- Represents Capilano University professionally and credibly with prospective students, families, partners, agents, government representatives, and other constituents at events, conferences, meetings, institutional visits, and other activities in Canada and internationally.
- Exercises sound judgment, cultural sensitivity, and diplomacy when representing CapU and contributes international recruitment expertise to institution-wide enrolment initiatives.
- Collaborates closely with the Domestic Recruitment staff to identify and advance areas of shared opportunity, including institutional events, student engagement and

conversion initiatives, outreach activities, and other recruitment strategies that support an integrated prospective student experience.

- Performs other related duties consistent with the position as assigned.

REQUIRED TRAINING AND EXPERIENCE

- Bachelor's degree in Education, Business, Marketing, Communications, International Relations, or a related field.
- Minimum of five years of recruitment experience, including two years of supervisory experience managing international recruitment staff or teams operating remotely and/or across multiple geographic locations is preferred.
- Demonstrated experience working in a unionized environment.
- Demonstrated experience managing international education agents and developing strategic relationships with external partners and constituents.
- Demonstrated experience developing and/or managing budgets, recruitment travel, projects, and operational plans.
- Demonstrated experience using CRM, enrolment, and market data to evaluate recruitment performance and inform decision-making.
- Demonstrated experience developing and implementing student recruitment, conversion, or enrolment-yield initiatives and working with international students and constituents from diverse cultural and educational backgrounds.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Extensive knowledge of international student recruitment practices, strategies, channels, and enrolment management principles within the Canadian post-secondary environment.
- Thorough knowledge of Canadian and international education systems and factors influencing international student mobility and study decisions.
- Thorough and current knowledge of federal and provincial legislation, regulations, policies, and requirements affecting international students and international student recruitment, including IRCC requirements, with demonstrated ability to interpret regulatory changes and ensure recruitment practices remain compliant.
- Demonstrated ability to lead, supervise, coach, motivate, and manage the performance of employees, including employees working remotely and/or internationally.
- Demonstrated knowledge of effective management practices in a unionized environment, including the application of collective agreements, University policies, and established human resources practices.
- Demonstrated ability to translate institutional strategy and enrolment objectives into operational plans, priorities, initiatives, and measurable outcomes.
- Demonstrated knowledge and experience in education agent management, international recruitment partnerships, and external constituent relations.
- Strong relationship-management, negotiation, influencing, and partnership-development skills.

- Demonstrated ability to manage budgets, monitor expenditures, evaluate investments, and assess return on investment.
- Strong analytical skills and demonstrated ability to interpret recruitment, enrolment, market, and CRM data and translate findings into actionable recommendations.
- Thorough knowledge of database software, CRM systems, student information systems, spreadsheets, reporting tools, and contemporary digital recruitment technologies.
- Excellent project-management, organizational, communication, interpersonal, presentation, and public-speaking skills.
- Strong intercultural competence and demonstrated ability to work effectively and credibly with diverse audiences across cultures, countries, and time zones.
- Demonstrated ability to exercise independent judgment, solve complex problems, manage competing priorities, and make sound decisions with institutional, financial, and reputational implications.
- Ability to build consensus and work collaboratively across academic and administrative units while maintaining professionalism, discretion, diplomacy, and confidentiality.
- Ability to work flexible and non-standard hours, including evenings and weekends, as required by international travel, events, and global operations.
- Must be able to travel nationally and internationally as required to fulfill the responsibilities of the position.

REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS

- Valid Class 5 British Columbia Driver's Licence is required.
- Registered International Student Immigration Advisor (RISIA) certification is considered an asset.