

Posting #24-045EM

Manager, Future Students Office

Future Students Office

Regular, Full-time

Purpose

Reporting to the Senior Director, Enrolment Management & Strategy, the Manager of the Future Students Office provides leadership in the development and implementation of programs and strategies that enhance the student recruitment experience and increase the reach to targeted markets, leading to greater student enrolment and achievement of recruitment targets.

Using a strategic enrolment management (SEM) approach, the Manager, Future Students Office in consultation with the Senior Director, Enrolment Management & Strategy, and representatives from Academic Faculties, Marketing, International, and the Office of the Registrar develops short- and long-term strategies and resulting tactics for the recruitment and conversion of new students and informs the university's marketing strategy. The Manager, Future Students is also a key participant in the university's overall SEM strategy, particularly from the standpoint of its recruitment, outreach, and engagement efforts.

The Manager of the Future Students Office regularly participates in short- and long-term discussions and strategic planning related to enrolment, retention, persistence, and success of students from a student recruitment standpoint.

Accountabilities

Strategic and Operational Planning

- Developing and implementing strategic and operational plans to increase student enrolment through recruitment;
- Developing and implementing recruitment and conversion strategies to increase reach, inquiries, and number of applications;
- Expanding recruitment markets and channels by effectively reviewing current markets and scanning the environment for emerging markets and developing mechanisms for accessing new markets;
- Establishing and implementing metrics and mechanisms to measure and track recruitment initiatives and conversion ratios/strategies;
- Ensuring recruitment services and events meet and exceed the diverse needs of students;
- Supporting student success by ensuring a smooth transition into the admissions process; and
- Designing and helping to execute marketing and communication strategies that effectively target and engage prospective students.

People and Change Leadership

- Supporting the success of direct reports;
- Cultivating and encouraging positive, diverse, and productive working and learning environments;
- Ensuring direct reports are aligned with the vision and strategic directions of the Future Students Office and the overall Enrolment and Strategic plans for the University;
- Ensuring effective professional relationships are developed and maintained to support collaboration and problem solving; and
- Inspiring and motivating prospective students to consider UNBC as their post-secondary institution by coaching staff on effective engagement, communication, and relationship-building strategies.



Financial and Resource Management

- Developing innovative and creative solutions to resource challenges by re-allocating and re-assigning resources;
- Developing and ensuring financial accountability of the Future Students Office budget; and
- Ensuring there is an appropriate staffing level by managing schedules, overtime, vacations, and turnover.

Risk Management

- Reducing the impact of emerging risks on UNBC's recruitment targets through early risk and trend identification, and development of corresponding risk mitigation plans;
- Ensuring adherence/alignment to collective agreements, ESA, Labour Code, FIPPA and other binding legislation, procedures, and policies; and
- Ensuring service standards align with best practices and adherence to UNBC policies and procedures.

Qualifications

The successful candidate will possess the following:

- An undergraduate degree in a relevant field (i.e. Business Management, Communications, Marketing, Adult Education); A Master's degree or evidence of current pursuit of a Master's degree is considered an asset;
- Three-plus years of successful leadership in post-secondary education;
- Three-plus years of experience in student recruitment or student advising;
- Demonstrated ability to think strategically, weigh risks, and apply sound judgement to decision-making and problem-solving;
- Demonstrated ability to lead and coordinate a team in a fast-paced environment;
- Demonstrated success in leading or co-leading cross-departmental collaborative projects;
- Experience in public speaking and giving effective and inspiring presentations;
- Ability to produce written reports containing visualized data; and
- Experience working with a Student Information System or Client Relationship Management tool are considered assets.

A combination of education and experience will be considered.

Salary

Salary is commensurate with education and experience. The anticipated annual salary for this position is \$85,000.00.

UNBC offers employee tuition waivers (includes spouse and dependents), excellent benefit and pension packages, as well as employee training and development opportunities. For more details, please see <http://www.unbc.ca/human-resources/employee-benefits>.

Normal hours of work will be 8:30am – 4:30pm, Monday to Friday.

Our Commitment to Diversity and Employment Equity

The University of Northern British Columbia is fully committed to creating and maintaining an equitable, diverse, and inclusive environment that is accessible to all. We are devoted to ensuring a welcoming,



safe, and inclusive campus free from harassment, bullying, and discrimination. This commitment is woven into our motto and mission. In the Dakelh language, UNBC's motto 'En Cha Huná translates to "they also live" and means respect for all living things. Through the respect for all living things, we are able to grow and learn better together, each bringing our own unique individual differences and contributions to inspire leaders for tomorrow by influencing the world today.

Employment equity requires that we remove barriers and overcome both direct and indirect discrimination. In this way, the pool of excellent candidates increases substantially. We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person.

About the Community

Since its founding in 1990, the University of Northern British Columbia (UNBC) has emerged as one of Canada's best small research-intensive universities, with a passion for teaching, discovery, people, and the North. UNBC's excellence is derived from community-inspired research, hands-on learning, and alumni who are leading change around the world.

Since time immemorial, Indigenous peoples have walked gently on the diverse traditional territories where the University of Northern British Columbia community is grateful to live, work, learn, and play. We are committed to building and nurturing relationships with Indigenous peoples, we acknowledge their traditional lands, and we thank them for their hospitality. UNBC's largest campus in Prince George is located on the traditional unceded territory of the Lheidli T'enneh, in the spectacular landscape near the geographic centre of beautiful British Columbia.

UNBC consistently ranks in the top three in its category in the annual Maclean's university rankings. UNBC also recently placed among the top five per cent of higher education institutions worldwide by the Times Higher Education World University Rankings.

With a diverse student population, the University is friendly, inclusive, and supportive. Prince George is a city of ~80,000 people with impressive cultural, educational, and recreational amenities. For more information about living and working in Prince George, please refer to <http://www.unbc.ca/experience> and <https://moveupprincegeorge.ca>. Make your mark with this leading post-secondary institution.



To Apply

The University of Northern British Columbia is committed to employment equity and encourages applications from the four designated groups (women, Indigenous peoples, persons with disabilities, and members of visible minorities) as well as the 2SLGBTQ+ communities and individuals with intersectional identities.

Persons with disabilities, who anticipate needing accommodation for any part of the application and hiring process, may contact UNBC Health & Wellbeing at wellbeing@unbc.ca. Any personal information provided will be maintained in confidence.

Please forward your cover letter, resume, and proof of education (e.g. copy of transcripts or copy of degree/diploma) and include the competition number **#24-045EM** in the subject line to:

Human Resources, University of Northern British Columbia,
3333 University Way, Prince George, BC, V2N 4Z9

Email submissions: HRecruit@unbc.ca
Inquiries: (250) 960-5521

All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority. We thank all applicants for their interest in UNBC however, only those applicants selected for further consideration will be contacted.

Priority will be given to applications received by April 2, 2024. Applications will be accepted until the position is filled.

