

BURMAN UNIVERSITY
JOB DESCRIPTION

JOB TITLE	Director, Marketing & Enrolment
DEPARTMENT	Marketing & Enrolment Services (MES)
CATEGORY	<input type="checkbox"/> Hourly <input checked="" type="checkbox"/> Salary
PAYROLL CATEGORY	Director Level, Leadership 3, Exempt
REPORTS TO	Vice President Academic Administration
DATE LAST REVISED	January 11, 2023

Position Summary

The Director, Marketing and Enrolment, is responsible for the overall leadership of the marketing functions of the University, including strategic enrolment management, recruitment, communication, and public relations (PR) areas of the University. This individual will be responsible for the work of the MES department to ensure the activities of the department support the strategic objectives of the University. Along with this, they will work collaboratively with the Advancement department. Successful execution of their duties will support Burman University in its goal to connect with our constituencies, alumni, potential students and families, and our local community.

Essential Job Functions

Leadership and Management:

- Lead the functions of the enrolment team.
- Facilitate a smooth enrolment process through which the needs of prospective students are anticipated, understood, and met.
- Supervise the functions of internal marketing, communication, and PR.
- Develop, interpret and apply university policies, procedures, rules, and regulations.
- Develop, maintain and monitor budgets for the marketing and enrolment department.
- Develop, execute and provide regular reports on the Strategic Enrolment Plan.
- Develop reports and dashboards for effective departmental operations.

Marketing – Recruitment Functions:

- Research, identify and pursue potential markets.
- Research and evaluate for possible adaptation of the ongoing recruiting processes used at various post-secondary educational institutions.
- Develop or commission relevant market research to enhance and create data-driven marketing strategies.
- Work with the department to create compelling marketing materials and presentations on the value of a Seventh-day Adventist university education.
- Plan, implement and evaluate immediate and long-term marketing philosophies and strategies.
- Engage in long-term planning and evaluation, as well as resource assessment and management.
- Develop and execute targeted enrolment campaigns and lead implementation in collaboration with the enrolment manager and advisors.
- Organize and attend promotional events such as open-houses, exhibitions, tours and visits.

- Work with the Communication position to ensure campus is kept informed of all enrolment and recruitment initiatives.

Collaborative Work:

- Facilitate, in consultation with the Registrar and Admissions Office, the procedures to assist prospective students in preparation for enrolment.
- Work closely with the administrative team on the development and implementation of the strategic enrolment plan.
- Act as a point of contact for colleagues in IT, Admissions and other operational functions in order to ensure that the requirements of Marketing and Enrolment Services are considered during any changes to processes.
- Follow the implementation of any such changes, and ensure the department members are fully trained on this.
- Plan, implement and evaluate immediate and long-term admission philosophies and strategies, in consultation with the Vice President for Academic Administration.
- Work Collaboratively with the Advancement department
- Work collaboratively with retention initiatives
- Provide feedback to colleagues on program requirements and act as a primary contact point for the program development team on new program launches ensuring these are understood and articulated to the team.

The job title does not limit the duties and functions of this position. From time to time, the University may require the Marketing & Enrolment Director to carry out other tasks within their abilities. Burman University reserves the right to introduce changes in line with relevant technological developments which may impact upon the position's job duties or methods of working.

EDUCATION

- Undergraduate degree (4yr) in Marketing or extensive related experience.

EXPERIENCE

- Minimum of four years' experience in Marketing
- Experience in a post-secondary educational organization is an asset.

SKILLS & RESPONSIBILITIES

The successful applicant will need to consistently demonstrate expertise and/or proficient level of expertise in the following areas:

- Knowledge in marketing, enrolment, public relations and communications (principles and standards).
- Proficiency with expert knowledge and experience in project management and leadership.
- Ability to exercise initiative, diplomacy and judgment.
- Performance in a dynamic and collaborative team environment.
- Ability to work effectively under pressure and coordinate multiple projects simultaneously to meet deadlines.

EFFORT & ADDITIONAL ATTRIBUTES

- Work involves a proficient degree of alertness and concentration to complete job tasks.
- Ability to exert heavy physical effort (over 10kg) and involves walking, standing, confining or tiring work positions.
- Flexibility to regularly work evenings and weekends as necessary, travel as needed.
- A member of the Seventh-day Adventist Church and passionate about Adventist Education.