

Title

Director of Recruitment (DR)

Reporting Structure

The DR reports directly to the President, and works as a part of the advancement team. The DR will work in cooperation with all staff and faculty on campus to provide a superior level of service to NCC Students and Employees.

Location

The DR works from the main campus of NCC.

Job Status

The DR is a director-level role with duties as assigned by the President.

Job Summary

The DR will be responsible for:

1. Generating Inquiries (for the Enrolment Team to Process)
2. Turning Inquiries into Applications
3. Strategic Planning

Duties and Responsibilities

1. Generating Inquiries

- Facilitate activities that increase exposure (*ie. Grade 9 day, Open House, Parent Nights, Zoom Meetings, Friends/Family Dinners, etc*)
- Work in collaboration with advancement team to create marketing materials
- Maintain and expand productive agent relationships
- International travel for fairs & recruitment
 - Travel for approximately 6-12 weeks/year
 - Prepare fair materials
 - Sales-training for necessary staff
- New market development
- Coordinate social media updates with advancement team
- Oversee data management for overall enrolment process and ensure information is accessible to all necessary departments
- Develop Parent Ambassador Program Management
- Develop Student Ambassador Program Management
- Connect with alumni and parents regarding recruitment opportunities as needed
- Oversee Local Enrolment Initiatives as needed
- Other duties as assigned

2. Turning Inquiries into Applications.

- Follow-up with inquiries as required
- Work in partnership with enrolment team through the application process
- Monitor parent/student documentation and VISA application process
- Work in partnership with the Academic Department through the admissions process
- Develop and execute a sibling support program including data management and possible pathway planning project.
- Manage parent expectations leading up to enrolment

3. Strategic Planning

- Research Market Trends
- Short and Long Term Planning
- Enrolment Forecasting
- ROI Analysis by market
- Use a research-based process for decision-making
- Create and update a media marketing plan that includes social media
- Manage communication plan

Desired Outcomes

- Inquiry targets hit on a year-to-year basis
- Inquiries turned into application targets
- Positive exposure for NCC in the community
- A growing network of parents, students, and agents with positive relationships to NCC
- Execute a comprehensive process for recruitment, admission and registration

Job Requirements / Skills and Qualifications

- Minimum of a Bachelor's degree
- Experience in marketing, sales, or recruitment
- Ability to travel internationally
- Coherent and lived out passion for Christian education
- Attention to detail
- Team-Oriented
- Strong interpersonal, written, and oral communication skills
- Strong sense of personal motivation and initiative
- Self-starter
- Capacity to manage a budget

Contact: Employment@niagaracc.com