



JOB DESCRIPTION

Director, Strategic Enrollment

Position Summary

Reporting to the Vice President Communication and Strategic Enrollment and an integral member of the Management Group, the Director Strategic Enrollment provides leadership and direction to all admission, recruitment of domestic and international students and service activities for Southeast College. This position will lead the Admission and Recruitment and is responsible for the development and implementation of a robust strategy to support the strategic enrollment and initiatives of the College.

LEVEL OOS 05
LOCATION Weyburn
SCOPE OF WORK

Division: Strategic Enrollment
Management Leadership Team
Function: Out of Scope Management
Supervisor: Vice President Communication and Strategic Enrollment
Direct Reports: Coordinator of Strategic Enrollment, Coordinator Recruitment and Engagement, International Admissions Associate, and future positions within the department.
Budget Responsibility: Full

Key Accountabilities

The Director will:

Leadership and Management

1. Establish priorities consistent with the mission, vision, values, and strategic direction of the College and allocate financial, material, and human resources to achieve established objectives.
2. In partnership with the Vice President Communication and Strategic Enrollment establish appropriate annual goals, targets, and metrics to ensure that efforts are effective, efficient and successful.
3. Responsible for the recruiting, hiring, professional development, supervision, performance management/evaluation and discipline of staff within responsible units.
4. Provide leadership and direction to assigned staff and ensure that a working environment is maintained that is conducive to teamwork and effective, efficient workflow.
5. Develop and empower leadership, creating a balance of collaboration and independence among team members to foster a positive and collaborative work environment.
6. Maintains extensive consultation, coordination, contact and liaison with key external agencies and organizations and internal stakeholders.
7. Works across the College to develop and communicate opportunities, performance metrics and success.



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Director, Strategic Enrollment

Admissions

8. Lead and implement a Strategic Enrollment Plan (SEM) and a Student Services Plan that align with Institutional Goals, Business Plan and the Strategic Plan.
9. Lead and assess existing admissions process, revisions, and goals to inform institutional understanding of future challenges and opportunities for domestic and international enrolment growth or decline.
10. Increasing collaboration among departments across the campus to support the enrolment program.
11. Ensure attainment of targeted enrollment figures for each program in alignment with the enrollment plan.
12. Develop and implement best practices in admission and conversion processes and procedures.
13. Set domestic and international recruitment targets align with the marketing strategy and tactics to increase enrollment and ensure quality services to potential and current students.
14. Establish with the Vice President Communication and Strategic Enrollment a clear a 3-year Key Enrolment Indicator (KEI) targets for the number and types of students needed to fulfill the institutional mission.
15. Follow best practice in research ethics to conduct annual surveys of student experience of the admission process.
16. Creating a data-rich environment to inform decisions and evaluate strategies.
17. Maintain awareness of emerging trends, practices, legislation, and regulatory requirements about recruitment and admissions practices for Saskatchewan post-secondary institutions.
18. Establish strong partnerships with all departments to constantly update and align admission practices with institutional priorities and changes.
19. Participate in internal and external committees and project groups to ensure student transitions into College are facilitated in as seamless a manner as possible.
20. Consult widely with internal and external partners on College presence as a post-secondary admission, partnerships and what is needed to expand the College's visibility and effectiveness in recruiting all students.

Financial Management

21. Co-manage and submit the annual and quarterly admissions, admission budgets, and approve budget expenditures up to pre-approved subdelegated amounts.
22. Ensures transparency and monitoring of invoice tracking, verification, contract creation and control, correspondence and documentation maintenance, Request for Proposals Preparation (RFP), submission evaluation, contract negotiation and variance reporting.
23. Enabling effective strategic, financial, and forecasting planning to enhance institutional success.

Performance Measurement and Reporting

24. Coordinate organization-wide efforts to ensure that performance management systems and reporting are developed and managed using a data-driven focus that sets priorities for improvements aligned to ongoing strategic imperatives.

JOB DESCRIPTION

Director, Strategic Enrollment

25. Lead, build, direct, manage, and ensure implementation and effectiveness of the College's Performance Management and reporting.
26. Co-lead the implementation of a performance management and improvement process resulting in a positive and measurable impact on the College and southeast region of Saskatchewan. Coordinates across the College's performance and quality initiatives to ensure alignment and optimal use of resources.
27. Increase the College's capacity to evaluate and improve the effectiveness of practices, partnerships, programs, use of resources, and the impact of systems' improvements on the College.
28. Ensure data is collected on a timely basis, regular reports on progress are distributed, and make recommendations for future improvements based on the data.

It is noted that the duties and responsibilities outlined are representative, but **not all-inclusive and are subject to change.**

REQUIRED SKILLS & COMPETENCIES

- **Analytical Thinking** Understands situations by breaking them down into smaller events then tracing implications and organizing elements in order to explain circumstances, identify solutions and resolve problems.
- **Business Acumen** The ability to understand business functions within the organization and industry. Uses and balances information about business drivers and trends such as revenue, costs, client needs, and short and long-term needs to guide activities.
- **Communication** Demonstrates an ability to communicate effectively in a wide variety of situations including face-to-face, over the phone and in writing.
- **Decisiveness** The demonstrated ability to make timely, appropriate decisions regarding issues of major importance to the organization, its people, and its community, even when faced with incomplete information or controversy.
- **Impact & Influence** Uses comprehensive influence strategies and actions tailored to different groups. Uses initiative to develop sponsorship and support for ideas to ensure buy-in and ownership.
- **Intellectual Curiosity** Creates systems or processes for gathering and analyzing various kinds of information. Seeks input from unusual sources or others who would not normally be involved to establish a network or seek out additional or broader information.
- **Judgment & Decision-Making** Shapes decision-making through consideration of multiple underlying issues. Makes a systematic effort to understand the readily apparent and the subtle complexities involved in exercising judgment.
- **Leadership** Inspires a clear and compelling vision of the future that generates excitement, enthusiasm, and commitment. Speaks to the needs and aspirations of others to engage their passions and potential. Effectively shifts leadership style to transform the organization.



JOB DESCRIPTION

Director, Strategic Enrollment

- **Planning and Goal Setting** Regularly reviews own priorities and plans and those of direct reports, adjusting goals as those of the department and organization change.
- **Relationship Building** Demonstrates an understanding, open, and positive attitude toward others, nurturing and valuing respect in the workplace, collaboration, and positive relationships with others in the work unit and across the organization.
- **Results Oriented** Consistently demonstrates a focus on achieving results despite obstacles and challenges by being concerned with the quality of work and achieving or surpassing excellence standards.
- **Strategic Business Sense** A demonstrated ability to (a) recognize internal and external patterns and trends in the organizational environment (b) understand the capabilities of the organization and then (c) use this knowledge to develop strategies that ensure organizational success.
- **Strategic Thinking** Demonstrated ability in assessment, planning and execution functions, determining the most effective means of achieving a goal.

REQUIRED QUALIFICATIONS AND EXPERIENCE

The ideal candidate possess:

- ✓ Minimum 4 years at a management level with demonstrated experience in engaging internal and external shareholders, community stakeholders and developing and implementing recruitment strategies (domestic and international), students' services initiatives.
- ✓ Undergraduate or graduate program in Business Administration, Public Administration or in International Relations, Global Studies, Computer Science, or another relevant field. A master's degree will be a strong asset. Related and relevant equivalencies may be considered.
- ✓ Extensive experience managing enrollment, admissions & recruitment, student services, budgeting, and operational strategies.
- ✓ Knowledge and understanding of recruitment or enrolment management positions at a post-secondary institution, including front-line recruitment with agents and international stakeholders.
- ✓ Working understanding of performance management, project management, and reporting systems/processes.
- ✓ Demonstrated management, supervisory and team development skills.
- ✓ Ability to establish and maintain effective working relationships with executives, college staff, external agencies, business and industry and individuals in the community.
- ✓ Knowledge of budgetary processes, including the development and administration of budgets.
- ✓ Superior communication skills – as normally demonstrated through significant experience in writing comprehensive reports, proposals, and documents for senior internal consumption and for external viewership and presenting to various audiences.
- ✓ Highly developed level of integrity and discretion and able to maintain strict confidentiality and to handle sensitive issues with tact and diplomacy.



JOB DESCRIPTION

Director, Strategic Enrollment

- ✓ Excellent organizational, administrative, and problem-solving skills with superior attention to detail and accuracy.
- ✓ Demonstrated experience in the development and presentation of business cases and/or proposals.
- ✓ Ability to anticipate, shape and adapt to emerging technologies and opportunities.
- ✓ Demonstrated financial management and budgeting skills in a multi-million-dollar environment.
- ✓ Must be prepared to schedule hours of work according to the demands of the position, outside of traditional work hours when necessary.
- ✓ Knowledge of and ability to speak languages in addition to English in relation to our international student target market will be an added asset.
- ✓ Possess a valid driver's license and be willing to travel extensively between campuses.
- ✓ Satisfactory Criminal Record Check required.

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