#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Executive Director, Global Enrolment and Business Strategy

**Job Number:** X-364 | VIP: 1163

**Band:** EXEMPT-9

**Department:** Trent International

**Supervisor Title:** Associate Vice-President, International

**Last Reviewed:**  October 19, 2023

#### **Job Purpose:**

Reporting to and under the direction of the Associate Vice President, International (AVP), the Executive Director, Global Enrolment and Business Strategy provides strategic leadership in supporting the university’s international enrolment mandate and global initiatives for business development to achieve Trent’s internationalization objectives.

The Executive Director pursues global business development opportunities to advance global partnerships and International Student Enrolment. Under the strategic direction of the AVP, the Executive Director develops and delivers strategic initiatives for international enrolment, including international student recruitment, marketing, international marketing and communications, academic and language pathways, and ensures recruitment targets for new academic programs are met. This includes providing leadership to develop and implement Trent’s comprehensive worldwide international recruitment strategy through research in market intelligence consultation and trend analyses. The Executive Director also maintains knowledge of emerging trends in international education and emerging program demands.

The Executive Director, in collaboration with the AVP, provides leadership for the international recruitment team, cultivating a team committed to an innovative, results-driven culture to meet international student enrolment goals. The Executive Director leads regional, targets-driven recruitment through Trent’s global offices through consistent support and knowledge development to the team.

The Executive Director supports operations as part of the Trent International leadership team, and provides information utilized in the budgeting process as well as contributes to international scholarship, and human resources management decisions. In conjunction with the Global Engagement Manager, the Executive Director liaises with units across campus to advise on policies and services that may impact international students, and advocating for supports through campus wide international student services. The Executive Director also analyses retention data with the Global Engagement Manager and the Associate Vice President International, to identify gaps in support services and areas of services.

This position has a university-wide mandate and is based at the Peterborough Campus. The incumbent provides subject matter expertise to all campuses, requiring regular interactions and collaboration with departments at the Peterborough Campus, the Durham Campus, all Trent global offices and with external partners. Special attention is given to ensure equitable service delivery across all locations.

#### Key Activities:

##### Leadership and Recruitment Strategy

1. In collaboration with the AVP, create, execute, and evaluate the comprehensive international undergraduate and postgraduate recruitment strategy to increase international enrolment to achieve Trent University Internationalization and diversity objectives. Establish and implement short and long-range organizational goals and strategies to realize strategic initiatives; monitor and evaluate effectiveness; recommend and implement changes as required.
2. Identify and direct new and developing initiatives intended to achieve the university’s expressed goal of increasing our international student population as well as becoming a choice for international staff, students, faculty, and researchers.
3. Provide strategic advice to the AVP International, Academic and Executive leaders, that supports the University regarding global opportunities and revenue streams.
4. Supports executive leadership team to make decisions, directing timely changes and resource allocations to university campus support systems and processes to meet pressures and opportunities in worldwide markets (IRCC backlogs, health pandemics, natural disasters, political instability) and in the identification of in-cycle trends (e.g., lagging confirmations or enrolments) that require quick strategy pivots to ensure enrolment goals are met. Navigates difficult discussions with stakeholders.
5. Define and execute short and long-term business plans for ESL programming that include specific programming, revenue objectives and defined deliverables.
6. Analyze economic, market and enrolment trends that direct enrolment growth.
7. Provide strategic direction to diversify Trent’s student body.
8. In collaboration and alignment with institutional priorities, identify potential international initiatives and opportunities and partner articulation agreements with institutions worldwide. Assist in the negotiation and implementation of contracts.
9. Foster positive and productive relationships with external agents/representatives and partner institutions.
10. Collaborate with key stakeholders to ensure that the international student recruitment activities are effectively coordinated, delivered, and aligned with the University strategy and to set and deliver on targets.
11. Build on and utilize Trent’s global alumni community and industry contacts.
12. Build and maintain Trent University’s reputation internationally, ensuring awareness of and sensitivity to culture, language, and complex variables that exist in target recruitment markets and to ensure that all in-country activities take into consideration and adjust to these variables.
13. Ensure that Trent is represented at strategic recruitment functions.

##### International Marketing and Communications Strategy

1. Provides leadership in developing and executing the cyclical, multi-pronged, multi-channel marketing and communications strategy and annual plan.
2. Ensure accuracy and upkeep of all CRM systems and team use of CRM systems and data.
3. Ensure effective and consistent communication and maintain relationships within the university community.
4. Working with Marketing and Communications, develop marketing campaigns,
5. including digital advertising to increase Trent’s brand recognition for the international student population.
6. Negotiate international marketing contracts with external providers.
7. Evaluate the effectiveness of marketing channels and adjust annually.

##### Global Business Development

1. Carry out research of international higher education partnership developments and provides strategic advice and market intelligence on key focus regions, countries, and institutions as identified by the AVP.
2. Identifies, researches, and assesses new global business opportunities and strategic initiatives by evaluating viability, feasibility, and performance outcomes as new enrollment and revenue streams.
3. Develop and implement new revenue generating and business development plans for international student recruitment.
4. Develop a plan to increase and expand the English for Second language training programs, summer camps, and professional training as a channel for undergraduate or graduate recruitment.
5. Support Trent in maintaining positive and productive national and international relations: federal and provincial government ministries, international government bodies, Global Affairs Canada, Canada High Commissions, international secondary, post-secondary leadership.

##### Pan-University Collaboration

1. Coordinate with key stakeholders (Senior Administration, Deans, Faculty) to ensure that new program developments are integrated into the university systems necessary for smooth operationalization.
2. Work with the Admissions team to ensure that all recruitment staff are trained in the details of international admissions. Using experience, provide insight into policy with regards to international admissions procedures.

##### Finance and Budget

1. Manage, and monitor Trent International’s recruitment and Trent-ESL budgets; regularly reviewing expenditures and working closely with the AVP International to ensure that the international marketing and strategies are embedded into the University’s planning cycle and that resources are directed to maximize returns.
2. Project Trent-ESL ancillary revenues and budget for cost-recovery at a minimum, with the priority to generate a consistent and growing revenue stream.

##### Human Resources Management

1. Leads the on-campus and global recruitment team to achieve regional and institutional international targets.
2. Promotes a culture of collaboration, customer focus and quality services.
3. Stewarding financial and human resources, including establishing an inclusive engagement approach that empowers individuals and the team.
4. Models and ensures an inclusive work environment, embracing diversity and inclusion of viewpoints that empower teams and staff.

#### Education Required:

* Master’s Degree in a relevant field.

#### Experience/Qualifications Required:

* Ten (10) years’ experience in an administrative leadership role with an educational, international marketing and/or admissions focus.
* Proven senior management experience with earned respect as a leader, visionary in the international arena with primary objective of obtaining new opportunities for internationalization and business development.
* Relevant experience with marketing and academic admissions, strategic and operational planning, partnership development.
* Demonstrated success building and actualizing external partnerships.
* Ability to travel extensively/internationally as required.
* Demonstrated success as a communicator in an international context and sensitivity to the complexities of cross-cultural communication.
* Ability to work successfully with other senior leadership roles within the university (i.e., executive administration, academic deans, and other leadership positions).
* Proven ability to present sensitive information and provide appropriate diplomatic responses to questions under pressure.
* Proven ability to conduct oneself in a professional manner in a demanding, high stress, fast paced environment over a sustained period.
* Fluency in two or more languages.
* Flexibility to take on a wide variety of duties and willingness to adapt work schedule as required by the department.
* Comfort in the use of computer software.
* Proven ability to work independently and establish own priorities.