

Position: Director, Student Recruitment
Reports To: Vice President, Student Recruitment and Employer Relations
Contract Type: Indefinite, Full Time

The Chartered Professional Accountants of British Columbia (CPABC) is seeking a collaborative, strategic and results-driven individual for the position of Director, Student Recruitment. We are proud and honoured to have been recognized as one of BC's Top Employers for a fifth consecutive year in 2024. Come join a high performing and collaborative network of like-minded professionals by applying to the position.

Job Summary

Reporting to the Vice President, Student Recruitment and Employer Relations, the Director, Student Recruitment will develop, implement and evaluate CPABC's recruitment and enrollment strategies and activities, focusing on increasing enrollment in the CPA Professional Education Program. The incumbent will also represent CPABC to BC and Yukon's post-secondary institutions, developing relationships with internal and external stakeholders on behalf of the organization.

Key Responsibilities:

Relationship Building and Influence

- Leads and oversees CPABC's relationship building strategy with BC and Yukon's high school and post-secondary institutions, as well as immigrant servicing agencies within the province;
- Represents BC and Yukon on National Recruitment Leads Groups, and may lead CPABC working groups and committees focused on prospective learner engagement or communications, including Indigenous community engagement events;
- Oversees collaborations with the CPAWSB (CPA Western School of Business) and other CPA bodies on matters related to student recruitment, including the CPA Education Foundation, as well as developing a cohesive engagement approach, where appropriate;
- Will represent department's business needs during the planning and implementation of new systems, technologies and process, with an immediate focus on a new pipeline management tool;

Strategy and Implementation

- Develops the vision and strategy for new and innovative recruitment plans (e.g. new markets / demographics) while setting the strategic direction for the Student Recruitment (SR) function within CPABC;
- Identifies opportunities to strategically expand Student Recruitment initiatives while assessing systems, programs and services to support the recruitment, enrollment and onboarding of new students;
- Leads the development and execution of innovative recruitment strategies targeting new markets and demographics, domestically and internationally, while navigating complex business and educational landscapes to identify and pursue strategic expansion opportunities;
- Provides CPABC senior management team with insights and research on trends impacting student recruitment (e.g. post-secondary education, pipeline market segments (e.g. high school, International, career changers, etc.);
- Supervises the development of recruitment services and resources, ensuring that supports provided evolve to meet market needs;
- Oversees the development of promotion and communications plans, marketing collateral and web content for student recruitment;
- Leads the development of flagship Student Recruitment events that connect prospective CPA students with CPABC, ensuring that team resources are used efficiently and effectively;

Policy and Process Improvement

- Identifies and explores significant improvements to department methods and/or processes based on stakeholder satisfaction feedback, technological opportunities, CPABC's strategic objectives, or new/changes to CPABC policies;
- Plans and undertakes market research as necessary to track the effectiveness of SR activities;

Planning and Reporting

- Develops, tracks, and maintains the SR department annual business plans and budgets, forecasts and expenses, in consultation with the VP, Student Recruitment and Employer Relations, on a monthly and quarterly basis;
- Prepares quarterly reporting related to recruitment KPM's, providing strategic insight and analysis, for CPABC's Board;
- Ensures SR initiatives are aligned with the operational and strategic goals for CPABC;

People Management

- Contributes to strategic staffing planning, decisions and processes;
- Leads and directs the activities of the Manager, Student Recruitment and two communications/administration staff, who exercise independence in their portfolio assignments;
- Proactively identifies high-performing team members, provides performance evaluations and guidance to direct team of people and project managers;
- Monitors SR staff performance goals and deliverables to ensure alignment with department, divisional, and organizational goals and key performance metrics throughout the year;

And other duties and responsibilities as may be assigned from time to time.

Key Requirements:

- University degree in a relevant discipline or field, or equivalent experience required;
- Seven (7) plus years of experience in recruitment, combined extensive experience in business development;
- Demonstrated ability to establish a vision and plan strategically in a complex competitive environment;
- Depth of experience in undergraduate and/or graduate student recruitment and student experience at a post-secondary institution. Includes experience working with secondary school students, their counsellors, family members and educators; and working with and understanding of the goals and challenges of undergraduate and professional graduate students;
- Ability to respect diverse perspectives, including perspectives in conflict with one's own;
- Demonstrates a commitment to enhancing one's own awareness, knowledge, and skills related to equity, diversity, and inclusion;
- Exceptional interpersonal skills to collaborate effectively, build credibility and establish strong relationships with a broad range of stakeholders at all levels in the organization;
- Demonstrated ability and desire to build networks within secondary and post-secondary education sectors and identify trends effecting student recruitment;
- Solid understanding of brand reputation policies, practices and principles, and experience working cross-functionally with communications, marketing and IT teams;
- Prior experience managing departmental budgets, forecasting revenue and developing cost-benefit analysis;
- Excellent project management skills and ability to juggle multiple projects / deadlines;
- Highly organized, attention to detail, and great problem solving and decision-making skills;
- Comfortable in front of senior leadership, both internal and external to the organization;
- Experience in and comfortable with public speaking;
- Ability to attend / host some evening and occasional weekend events, with travel within BC approximately 30% of the time;
- Occasional national travel, as needed;
- Minimum 4 years experience managing direct reports in a business environment;



Preferred Experience

- Prior experience working for a not-for-profit, association, or for a regulated profession body is preferred;
- Strong computer proficiency (MS Office applications) required; working experience with CRM solutions and/or B2C web applications is preferred;
- Prior experience working with Indigenous communities and individuals would be an asset;
- Familiarity with CASL (Canadian Anti-Spam legislation) and FOIPPA would be asset;

The starting annual salary for this position is between \$129,800 – 154,100 per annum, based on candidates' qualifications, experience, and internal parity. Exceptions may be considered with further review.

If this job outline describes you, please email your **résumé** and **cover letter** to HRCPABC@bccpa.ca. This posting will remain open until filled.

We thank all candidates who respond; however, only those selected for an interview will be contacted.

Why join our team? CPABC offers an entrepreneurial environment with a competitive compensation package. At CPABC we live our core values:

- *We Are Open*
- *We Work Together*
- *We Communicate*
- *We Improve Every Day*
- *We Are Professional*
- *We Laugh and Celebrate*

About CPABC

The Chartered Professional Accountants of British Columbia (CPABC) is the training, governing, and regulatory body for over 40,000 CPA members and 6,000 CPA students and candidates. CPABC carries out its primary mission to protect the public by enforcing the highest professional and ethical standards and contributing to the advancement of public policy. CPAs are recognized internationally for bringing superior financial expertise, strategic thinking, business insight, and leadership to organizations. CPABC is proud to have been presented with a fifth consecutive BC Top Employer award in 2024.