

Assistant Registrar, Communications and Marketing

Position Details

Position Information

Position Title	Assistant Registrar, Communications and Marketing
Department/Unit	Registrar's Office
Location	Halifax
Posting Number	S183-20
Employee Group	DPMG
Position Type	Term
Duration of Contract (if applicable)	1 year
Employment Type	Full Time
Full-time Equivalency (FTE)	1.0
Salary	\$59,231 - \$80,134 per annum
Classification	ADM-06

Provisional Statement

About Dalhousie University

Dalhousie University is Atlantic Canada's leading research-intensive university and a driver of the region's intellectual, social and economic development. Located in the heart of Halifax, Nova Scotia, with an Agricultural Campus in Truro/Bible Hill, Dalhousie is a truly national and international university, with more than half of our 19,000 students coming from outside of the province. Our 6,000 faculty and staff foster a vibrant, purpose-driven community, that celebrated 200 years of academic excellence in 2018.

Job Summary

A core unit within the division of Student Affairs, the Registrar's Office is a large, multi-unit, multi-site operation involved in the entire academic experience of Dalhousie students, from recruitment and admissions through to convocation and beyond. Reporting to the Associate Registrar & Director of Recruitment, the Assistant Registrar, Communications & Marketing provides strategic leadership and coordination for communications and marketing efforts that support the procedures and services of the Registrar's Office, with particular focus on efforts directed towards recruitment of prospective students from a wide variety of markets nationally and internationally, with diverse backgrounds, interests and communication needs.

Key Responsibilities

- Draft and oversee the implementation of an office-wide communications and marketing plan in support of the procedures and services of the Registrar's Office, with a broad strategic enrolment management (SEM) view and consideration to the entire student life-cycle.
- Develop, implement and evaluate communications and marketing plans for specific recruitment purposes domestically and internationally. Give particular attention to diverse audiences and their unique communication needs. These plans should be integrated and complement the broader, office-wide communications plan while supporting the on-the-ground activities of the recruitment team.

- Develop and/or update all major promotional materials, print and electronic, in support of student recruitment efforts. Regularly draft, edit and proof/review iterations of these materials for accuracy, content and appropriate messaging. Oversee the tender process for large-scale publications.

- Oversee the online presence of the recruitment team. Manage web content on Dal.Ca, social media channels (while leveraging content from Communications and Marketing) and profiles/sponsorships external to the institution.

- Plan, organize and implement recruitment activities for prospective domestic and international students and their supporters across multiple target markets. Share in-depth knowledge of Dalhousie's programs, admissions requirements, supports and services through effective presentations and initiatives to groups -large and small -both on and off-campus.

Note

Current Dalhousie employees are encouraged to apply. Secondment opportunities strongly considered.

Qualifications

Undergraduate degree, plus five years' experience at an administrative level preferably working in a post-secondary/university environment (or an equivalent combination of training and experience) is required. Master's degree and/or professional accreditation is considered an asset. The incumbent must be mature and able to effectively deal with confidential and sensitive information. Responsibility for analysis and execution of short and long-term business plans is a requirement. Knowledge of various educational systems, domestic and international, student assistance programs and counselling is an asset.

Job Competencies

The successful candidate is expected to demonstrate proficiency in Dalhousie's core and leadership competencies (<https://www.dal.ca/dept/leaders.html>), in particular:

- Communication
- Change & Innovation
- Respect & Inclusion
- Knowledge & Thinking Skills
- Self-Awareness & Professionalism
- Adaptability

Additional Information

Dalhousie University supports a healthy and balanced lifestyle. Our total compensation package includes a defined benefit pension plan, health and dental plans, a health spending account, an employee and family assistance program and a tuition assistance program.

Application Consideration

Applications from university employees and external candidates are given concurrent consideration. Among short-listed candidates, university employees will be given special consideration.

We thank all applicants for their interest, however, only candidates selected for an interview will be contacted.

Diversity Statement

Dalhousie University is committed to fostering a collegial culture grounded in diversity and inclusiveness. The university encourages applications from Indigenous persons, persons with a disability, racially visible persons, women, persons of a minority sexual orientation and/or gender identity, and all candidates who would contribute to the diversity of our community. For more information, please visit www.dal.ca/hiringfordiversity.

Posting Detail Information**Number of Vacancies**

1

Open Date 11/02/2020

Close Date 11/13/2020

Open Until Filled No

Special Instructions to Applicant

Quick Link for Direct Access to Posting <http://dal.peopleadmin.ca/postings/4712>

Supplemental Questions

Required fields are indicated with an asterisk (*).

Documents Needed to Apply

Required Documents

1. Résumé / Curriculum Vitae (CV)

Optional Documents

1. Cover Letter