



EMPLOYMENT OPPORTUNITY

Internal / External Manager, Marketing, Recruitment & Collaborative Partnerships 1-Year Contract

About FNTI (First Nations Technical Institute)

Since establishment in 1985, over 4000 students have graduated successfully from FNTI with certificates, diplomas and degrees, granted in partnership with Ontario's Colleges and Universities. An Indigenous post-secondary institution, FNTI offers programs targeted at Indigenous learners across a wide range of post-secondary disciplines including aviation, health, business, and public administration. FNTI delivers programming locally through its main campus in Tyendinaga on Ontario's beautiful Bay of Quinte, as well as in numerous community locations throughout Ontario.

Job Summary:

The Manager of Marketing, Recruitment & Collaborative Partnerships reports directly to the Vice President, Enrolment Management and Student Services, and is responsible for leading the strategic marketing, recruitment and community partnership development activities of First Nations Technical Institute.

Key Responsibilities:

The Manager, Marketing, Recruitment & Collaborative Partnerships is responsible for leading and overseeing FNTI marketing and student recruitment activities, including but not limited to:

1. Co-ordinating marketing and recruitment campaigns to support the strategic enrolment plan:
 - a. Planning and supporting promotional campaigns;
 - b. Develop and maintain external stakeholder relationships in communities that have either hosted or plan to host a delivery site.
2. Creation and publication of all marketing and recruitment material to support FNTI marketing and recruitment plan:
 - a. Preparing online and print marketing and recruitment campaigns;
 - b. Create a wide range of different marketing and recruitment materials.

Planning:

1. Developing the annual marketing and recruitment strategy, aligned with FNTI objectives and the strategic plan.

Internal Relations:

1. Maintain effective internal communications to ensure that all relevant FNTI functions are kept informed of marketing and recruitment objectives;
2. Maintain strategic working relationships with the Registrar's office and Student Services to ensure timely engagement and turnaround of student applications.

Analysis:

1. Analyze potential strategic partner relationships for Institute marketing and recruitment;
2. Monitor and report on effectiveness of marketing and recruitment communications;
3. Manage and improve lead generation campaigns, measuring results.

The Manager is also accountable for brand strategy, content strategy, market research, student recruitment and strategic relationship management. The Manager will strategically and

creatively lead the marketing and recruitment team to execute precise, tactical operations and campaigns that will lead to goal achievement and result in increased participation in FNTI programs.

The Manager of Marketing, Recruitment and Collaborative Partnerships designs, implements and continuously evaluates strategic marketing/recruitment and partnership plans with input from internal and external stakeholders, defines resources requirements and establishes goals and budgets to ensure appropriate use of financial, technology, administrative, and staffing resources, and achievement of goals aligned with the organization's strategic plan.

The Manager will be primarily responsible for establishing, implementing and continuously improving a data-informed and systematic approach to strategic marketing and student recruitment within current and growing FNTI program offerings.

Within the strategic marketing management framework, the Manager identifies and develops mutually beneficial organizational partnerships that align with FNTI programs, services and philosophy. As an organizational ambassador in this capacity, the Manager identifies, proposes and negotiates partnership agreements to support FNTI enrolment objectives and to grow the business to business marketing channel.

Supervise staff, including: hiring, assigning and monitoring work, motivating, evaluating, and training and professional development plans that align with FNTI Strategic priorities.

Actively participating as a member of FNTI's management team, including attending weekly meetings and provide leadership to FNTI staff.

The person in this role collaborates and works directly with other senior leaders on developing marketing, recruitment and partnership strategies, and establishes marketing portfolio objectives.

Other duties as assigned.

Qualifications:

- Undergraduate degree with at least 5 years' experience in student recruitment and/or marketing, or a combination of education and experience deemed appropriate by FNTI.
- Must have experience working with Indigenous students and/or students from under-represented populations.
- Must have demonstrable skills and abilities in strategic relationship management and community outreach.
- Excellent communication skills with strong presentation and public speaking skills;
- Strong in-depth understanding of digital and social media. Familiarity with other forms of media including print, video and digital production. Knowledge and understanding of integrated marketing campaign strategies and tactics. Experience integrating market research information into the marketing planning process. Strong understanding of omni-channel approach to communications including social and digital marketing and ability to effectively manage multiple projects simultaneously.
- Proven track record of enhancing, developing and managing strong relationships both internal and external to the organization. Creative and innovative thinker, able to leverage the power of technology to communicate a variety of messages to internal and external audiences; entrepreneurial and energetic. Strong communication skills utilizing listening skills and a logical, systematic approach to assimilating and sharing information in all areas. Creative thinker that has the ability to bring new ideas to the table and develop strategic partnerships. Experience in successfully operating within complex, multi-tiered organization with multiple stakeholders.
- Proficient in computer applications including MSOffice 365, social media platforms, email, internet and other relevant programs.
- Experience using a learning management system and student information management system, search engine optimization tool, marketing automation services and other new or emerging technology in the field of marketing and recruitment an asset.

- Strong administrative and organizational skills with ability to maintain confidentiality; knowledge of FIPPA and AODA and PIPEDA.

All qualified applicants are welcome to apply, however FNTI provides preference to those applicants with Indigenous ancestry who self-identify.

Conditions of Employment:

- Successful candidate must provide a satisfactory CPIC and vulnerable sector check
- Possession of a valid Class G driver's license
- Willing and able to work remotely, based on operational requirements

Please forward cover letter, resume, and two references by October 27, 2023 to:
Samantha Souliere, HR Manager
Email: HR@fnti.net

FNTI is committed to creating an accessible and inclusive organization. In accordance with the Accessibility for Ontarians with Disabilities Act (AODA) and the Ontario Human Rights Code (OHRC), applicants may request accommodation related to the protected grounds at any stage of the hiring process.

Thank you for your interest with FNTI. Only those selected for an interview will be contacted.