



## **Director, Enrolment Management**

**Rosseau Lake College has an exciting opportunity for a Director of Enrolment Management to join our team!**

### **About Rosseau Lake College**

Rosseau Lake College is one of Canada's most unique independent day and boarding schools, offering extraordinary learning in a highly experiential academic program in grades 7-12. Every September since 1967, RLC has welcomed 120 boarding and day students to our 56-acre campus located along the shores of beautiful Lake Rosseau in Ontario, Canada.

At RLC, we challenge and empower each student through the rigours and adventures of a highly academic program; one that is intentionally rooted in the vast opportunities of nature and our incredible geographical setting. When students graduate from RLC and depart for their chosen post-secondary school, they have developed the skills, knowledge, and confidence to take on any challenge. They are ready for anything.

To learn more about Rosseau Lake College, please visit: <https://www.rosseaulakecollege.com>.

### **The Position**

The Director of Enrolment Management serves as the school's leading strategist on all matters related to enrolment. This position requires full responsibility for creating, leading and managing a comprehensive enrolment program that incorporates best practices in recruitment, admissions, institutional research, record-management, marketing, registration and financial aid.

Demonstrating initiative and pride in performance, the Director of Enrolment Management contributes positively to a respectful and productive work environment and develops strong professional relationships with colleagues and external partners that support the RLC values.

### **Key Responsibilities**

- Develops long-term enrolment and retention strategies and implements them to ensure each class is filled with and retains qualified students who will successfully meet RLC graduate standards upon the completion of their studies.
- Utilizes predictive analytics to provide enrolment forecasting and enrolment management planning. Provides market insight to drive strategic decisions and monitors local, national, and international enrolment trends.
- Understands enrolment management as a research-based process; initiates research studies/projects, which aid in understanding the effects and outcomes of admissions and financial aid policies and practices, and how RLC's student life, academic culture, and learning environment impact overall enrolment.

- Actively seek, and stays apprised of, relevant admissions information, organizations, methods and trends in admissions.
- Provides cross-divisional strategic planning for the oversight, implementation, and ongoing evaluation of institutional practices, opportunities, and policies regarding student retention and success. Sources feedback and identifies strengths, opportunities for improvement, and capacity for growth.
- Works closely with Admissions and Guidance Office to ensure timely and accurate collection of data related to student retention, including attrition analysis.
- Maintains and utilizes CRM technology to nurture and manage client relations.
- Conceptualizes and implements innovative strategies and tactics that drive market awareness and demand for the school's programs and offerings, attracting a diverse class of high-quality applicants to RLC.
- Oversees the recruitment process for RLC's Admissions Office for local, international, part-time, and transfer student admissions; ensures participation of school leadership in the student recruitment process.
- Identifies emerging and new markets for prospective recruiting and changing trends in student recruitment.
- Partners with the Head of School to establish admissions standards, admissions policies, and process for evaluating and making final admit/deny decisions for all applicants. Ensures systematic, efficient, and confidential handling of applications and related student information.
- Provides timely enrolment forecasting for budgeting purposes to the Head of School, Finance, and the Board.
- Provides ROI analysis for enrolment efforts and associated marketing initiatives.
- Partners with Finance to develop tuition and financial aid policies designed to maximize new student enrolment and current student retention; monitors trends and provides reporting on demographics of incoming student population.
- Manages multiple events including Open House, Information Sessions/guest visits, Entrance Exams, New Parent Orientation, and assists with student orientations and new student gatherings.
- Leads by example, expressing warmth and hospitality and ensuring the mission of RLC is visible in the enrolment process and demonstrating the attributes to prospective families, students, faculty, staff, and school leadership.

### **Qualifications:**

- Bachelor's Degree in Business Administration, Marketing or similar advanced degree from an accredited college or university.
- Minimum of 6 years of experience in strategic admissions in the private/independent school or college educational settings.
- Proven leadership success including the ability to motivate and lead positively through change, collaborate with others to reach common goals.
- Proven organizational management skills in complex educational settings.
- Demonstration of a positive track record with admissions, recruiting, conversion and retention.

- Proven analytical skills involving data and budgets.

**Relationships & Workplace Requirements and Conditions:**

- Ability to work independently or as a part of a team
- Location: Rosseau Lake College in Muskoka Ontario
- Occasional evening and weekend time
- Occasional travel, as required

Qualified candidates are encouraged to apply and express their interest by emailing [careers@rosseaulakecollege.com](mailto:careers@rosseaulakecollege.com).

Rosseau Lake College welcomes applications from all qualified individuals, including, but not limited to women, persons with disabilities, visible minorities (racialized), aboriginal (Indigenous) persons and persons of any gender identity and sexual orientation. Rosseau Lake is committed to a positive, supportive, and inclusive environment.

Rosseau Lake College is committed to providing accommodations for persons with disabilities. Please contact Michelle Archer at 705-732-4351 for further details or if you require any information in an alternate format.