



## Manager, Recruitment & Business Development, York English Language Institute

York University is known for championing new ways of thinking that drive teaching and research excellence. Our 53,000 students receive the education they need to create big ideas that make an impact on the world. Meaningful and sometimes unexpected careers result from cross-discipline programming, innovative course design and diverse experiential learning opportunities. York students and graduates push limits, achieve goals and find solutions to the world's most pressing social challenges, empowered by a strong community that opens minds. York U is an internationally recognized research university – our 11 faculties and 24 research centres have partnerships with 200+ leading universities worldwide.

We are looking for an ambitious, experienced, business minded professional to provide support and report to the Director, International Education and English Language Institute. The role requires extensive and lengthy international and domestic travel opportunities' in order to develop business, increase enrollment, strengthen client relationships, and seek out business development opportunities'. With a keen understanding of the market, the experienced incumbent will increase revenue by developing recruiting strategies to maximize market reach and impact.

Our ideal team candidate will possess an undergraduate degree in a related field, such as business, marketing and communications with a MBA preferred. The individual is a strong relationship builder and demonstrates commitment, initiative, and a strong creative ability. 3 to 5 years of progressively more responsible related strategic experience, including setting goals and objectives, coordination, and planning in a cost recovery or profit-centred department/institution in an international student recruitment role with additional online marketing and/or business development experience required; A superior record of generating new business and building/maintaining client relationships in existing and new market sectors is required; Demonstrated experience in international marketing communications and strategy; Hands-on experience moving programs from inception to completion, and knowledgeable in every phase of work from marketing research to strategy development, to objective setting, to performance management, to budget setting, monitoring and maintenance; Experience in new client identification and relationship development/maintenance in the domestic and, in particular, international arenas; Experience in ESL student recruitment and business development in the international education market specifically would be preferred. Preference will be given to individuals who are capable of doing business in one or more of the following languages: Mandarin, Cantonese, Arabic, Korean, Spanish, Vietnamese, or Russian.

**To apply to this exciting opportunity or for full position details, qualifications and application procedures, please go to [www.yorku.ca/jobs](http://www.yorku.ca/jobs) and refer to posting # CPM-9834.**

**We offer comprehensive benefits and access to superb educational and recreational facilities. For more information on what York has to offer U please visit: <http://hr.info.yorku.ca/benefits/>**

*York University is committed to Employment Equity and encourages applications from all qualified candidates. The University welcomes applications from all qualified individuals, including individuals within the University's employment equity categories of women, persons with disabilities, members of visible minorities and aboriginal persons, individuals of diverse gender and sexual orientation and all groups protected by the Human Rights Code. York University is committed to employment equity and diversity and a positive and supportive environment.*

*York University offers accommodation for applicants with disabilities in its recruitment processes. If you are contacted by York University regarding a job opportunity or testing, please advise if you require accommodation. Please note, only those selected for an interview will be contacted.*