



## **Carlton Trail College has an opening for an Development and Communications Manager**

Are you looking for a new challenge? Carlton Trail College is recruiting for a Development and Communications Manager in Humboldt, Saskatchewan; a leadership role that will be an integral part of the management team. With an eye on communication strategies, growth and business planning and accountability systems, the ideal candidate will be motivated, effective and innovative.

This is a permanent full-time position that will commence as soon as possible. Applications must include an updated cover letter resume.

A provincial salary grid is in place and is dependent on education and experience. **Starting monthly salary range is \$6,262.75 – \$7,307.42.**

This competition will end on **January 18, 2019**. Applications received on or before that date will be considered. To apply, please forward a letter of application quoting the competition number as indicated on the attached posting detail. Please forward (by e-mail or mail) all applications to:

**Human Resources Department  
P.O. Box 720  
Humboldt, SK S0K 2A0  
careers@carltontrailcollege.com  
Tel: (306) 682-2623  
Fax: (306) 682-1348**

Out of Scope

Benchmark Level: 4

Location: Humboldt, Saskatchewan

#### POSITION SUMMARY

Reporting to the President and CEO, the Development and Communications Manager is responsible for providing ongoing leadership and management to the communication and planning of the College. The primary function of this planning portfolio is to maintain and enhance the College's business planning and accountability systems and provide research and special projects capacity for the College. The primary function of the communications portfolio is to oversee the communications, marketing and recruitment function of the college including preservation of Carlton Trail College's brand and image.

#### DUTIES AND RESPONSIBILITIES

##### Planning and Development

- Lead and oversee the implementation of the Strategic Enrolment Management Plan.
- Lead and oversee the production of the annual Multi-Year Business Plan, and Annual Report.
- Lead and oversee the production of the annual Regional Needs Assessment to identify both short and long-term labour market needs through research and development with business and industry to inform program planning.
- Provide strategic vision and leadership in the identification, prioritization and development of new programming in conjunction with programming and student services.
- Oversee the data collection and reporting for Carlton Trail College for government (i.e. Annual Report) and Board reporting (i.e. Balanced Scorecard) including completion of all graduate follow-up surveys, student experience survey and any other applicable student surveys including entrance, exit, and alumni survey collection and compilation.
- Responsible for the oversight of student registration and the student information system; student communication and assistance as it relates to registration/enrolment/withdrawal/graduation processes; and student records and reporting.
- Ensure needed data is collected on a timely basis, regular reports on progress are distributed, and make recommendations for future improvements based on data
- Research and coordinate projects, proposals and RFP development as assigned.
- Provide recommendations for College policy development, as it pertains to planning, development communications and public relations.

##### Communication and Public Relations

- Responsible for the development and execution of the of the marketing strategy for the College.
- In partnership with Programming and Student Services, with support from Marketing, lead the design and implementation of a student recruitment strategy to maximize program enrolments.
- Lead and oversee a multi-year advancement plan that includes fundraising, goal setting, community and business engagement plans.
- Oversee an effective College fundraising campaign for the college's student scholarship awards program.
- Advance the philanthropic culture throughout the college and the communities served.
- Develop and implement community and employer engagement strategies to increase program growth.
- Ensure consistency of brand, imaging and messaging throughout all materials.
- Provide analysis and recommendations through strategic planning process for future direction.
- Lead maintenance and evolution of college website and other social media
- Establish and maintain a high profile and positive college image, acting as one of the college spokesperson with donors, other institutions, schools, agencies and the communities in the College region.
- Communicate effectively and cooperatively with staff, students, potential clients, First Nations communities, government agencies, external organizations and stakeholders, post-secondary institutions and the general public.
- Liaise with external agencies, partners, stakeholders and represent the College on committees as required.
- Advocate on behalf of Carlton Trail College with all external stakeholders.

## Human Resources

- Provide leadership to instructors and programming staff. Ensure all staff supervised receive ongoing support, evaluation and feedback through the performance evaluation process.
- Establish priorities consistent with the mission, vision, values and strategic direction of the College and allocate financial, material, and human resources to achieve established objectives.
- Participate with the Senior Leadership team in the development of specific action plans for achieving the strategic direction of the institution and manage change within the organization.
- Responsible for the recruiting, hiring, professional development, supervision, performance management/evaluation and discipline of staff.
- Provide leadership and direction to assigned staff and ensure that a working environment is maintained that is conducive to teamwork and effective, efficient workflow.
- With the assistance of the VP Administration, ensure that all applicable aspects of the Collective Agreement and College policy are followed and applied as required.
- Works across the College to develop and communicate opportunities, performance metrics and success.

## KNOWLEDGE, SKILLS AND ABILITIES

- Demonstrated experience in developing, implementing, and evaluating programs and services.
- Extensive knowledge in adult education practices, modern managerial practices, and business procedures.
- Demonstrated skills in negotiating and collaborating with partners, budgeting, writing proposals, research and analysis, program planning and evaluation.
- Demonstrated analytical and problem-solving skills; the demonstrated ability to analyze, conceptualize and synthesize needs and make recommendations.
- Demonstrated effective organizational skills and experience in managing multiple projects
- Demonstrated ability to manage changes in the work environment, structure, process requirements or cultures.
- Demonstrated interpersonal skills and the ability to work in a collaborative team setting.
- Demonstrated effective supervisory and leadership skills.
- Supervisory skills in managing and evaluating people, handling problems and resolving conflict.
- Demonstrated ability to keep the organization's vision and guiding principles at the forefront of decision making and action.
- Demonstrated ability to set high standards for oneself and others and accept responsibility for all actions.
- Operates with integrity at all times.
- Demonstrated effective communication skills, including written and oral.
- Demonstrated experience in working with people from equity groups in a cross-cultural setting, and the ability to relate to adult learners and their concerns.
- Demonstrated proficiency in the use of computer applications and communications technologies, specifically in the use of the internet, email, word processing, spreadsheets, and other applications.
- Proven ability to work independently and make sound decisions while maintaining good judgment in keeping supervisor, co-workers, partners, employers and students apprised of important developments.

## OTHER REQUIREMENTS

- Must possess a valid Saskatchewan Driver's License and be willing to travel on occasion. Most travel is within the geographical area, with few overnight stays necessary. Some provincial travel is required.
- Criminal Record Check that is satisfactory to Carlton Trail College

## REPORTING RELATIONSHIPS

Reports to: President and Chief Executive Officer  
Supervises: Marketing Facilitator  
Registration Associate

## EDUCATION

The minimum relevant knowledge or formal training essential to perform the functions of this position is a relevant bachelor's degree from a recognized institution, with a major concentration in Business, Communication, Marketing or Public Relations. This education would typically provide knowledge in program development, budgeting, proposal writing, analytical and research skills.

## EXPERIENCE

This position requires a minimum of three years of related experience which demonstrates:

- Strong management skills
- Excellent supervisory and coaching skills
- Ability to provide successful leadership to a team
- The ability to be creative and innovative
- The skills required to negotiate with partners, work collaboratively with people, and deal with sensitive situations.