



Marketing Manager, Richmond International Education (RIE)

Recognized for its dedication to inclusion, diversity, and strong partnerships with the community, the Richmond School District is among one of the largest districts in British Columbia with some of the highest graduation rates in the province. With a deep history of high quality experiences for students, the Richmond School District strives to provide the best education and future for every student.

As an employer, we provide comprehensive growth, learning and engagement opportunities to the 2,600 committed professionals across the district. The Richmond International Education (RIE) office has been providing significant benefits to the Richmond School District No. 38 for about two decades. Study options consist of long-term and short-term programs for individual and groups, as well as customized onshore and offshore Professional Learning programs. International education is a dynamic, diversified and growing component of the Richmond School District's vision of Internationalization.

Reporting to the Director for International Programs, the Marketing Manager will assist in the recruitment, retention, and support of international students, and perform other duties assigned.

Responsibilities:

- Accurately and professionally represents the Richmond School District locally and abroad at education fairs and industry events;
- Proactively and effectively markets and promotes RIE programs to local and overseas clients;
- Develops and maintains marketing and promotional materials;
- Assists with student recruitment and retention;
- Positively manages study abroad organization relationships;
- Arranges and conducts familiarization tours;
- Reviews, analyzes and reports on statistical data, and offers recommendations on future promotional or marketing activities;
- Establishes, maintains and diversifies professional contacts and networks;
- Helps foster a positive student study experience by organizing field trips, international student lunches or other student events as needed;
- Builds relationships within student body to assist with promotional videos, testimonials and social media;
- Markets and promotes effectively within a defined budget;
- Establishes and maintains social media accounts, as needed;
- Manages promotions and projects that will meet the overall goals of Richmond International Education.

The successful candidate will possess:

- Post-secondary degree, preferably in education, communication, marketing, interculturalism or relevant field;
- Three to five years of related experience;
- Solid knowledge of and effective skills in communication with respect to traditional and new media;
- Familiarity with the BC K-12 International Student Homestay Guidelines;
- Familiarity with Immigration, Refugee, and Citizenship Canada (IRCC) regulations;
- Knowledge of the BC K-12 education system;
- Exceptional organizational and management skills;
- Knowledge of and ability to work effectively within public school district environments;
- A record of working collaboratively to develop and implement student recruitment and retention plans and strategies;
- A record of success in developing, managing and executing effective branding, and digital and social media marketing and promotional plans and programs;
- Ability to work flexible and extended hours, evening, and weekends, when required to meet program needs;
- A proficiency in website, preferably (WordPress and Drupal) and associated web-based communications, Internet technology, and multimedia applications development and maintenance;
- A valid BC driver's license along with a safe driving record;
- A personal vehicle;
- Second language proficiency in one or more source markets, would be an asset.

Please apply on line at <http://bit.ly/30UsCPL> by Thursday, June 13th 2019 at 12:00 pm.

For more information about Richmond School District 38, please visit www.makeafuture.ca/richmond or our website at www.sd38.bc.ca. We thank all applicants for their interest, however only those being considered for interviews will be contacted.