



PROVIDENCE



Opportunity Profile

VICE PRESIDENT OF MARKETING
AND ENROLLMENT

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Providence is seeking a well-networked and accomplished leader with a skillset in marketing, communications and public relations to fill the role of Vice President of Marketing and Enrollment.

Providence is an academic learning community that transforms students into leaders of character, knowledge and faith to serve Christ in a changing world. Providence is a leading Canadian Christian University offering bachelor's, master's and doctoral degrees. The diverse Providence community is led by dedicated Christian faculty and staff who are committed to helping students deepen their faith, grow in knowledge and develop lifelong connections.

Reporting to the President, the Vice President of Marketing and Enrollment is responsible for the development and implementation of short and long-term strategic planning of all marketing and enrollment activities, including communications and public relations. The VP of Marketing and Enrollment's direct responsibilities include promotion of the university to all relevant markets, attraction and enrollment of students, and telling the story of Providence to the world. The VP of Marketing and Enrollment is a member of the President's Cabinet. The Cabinet oversees and is responsible for all activities of the institution, which include strategy, planning, forecasting and projects.

If you are a visionary and teamwork-oriented leader with exceptional interpersonal skills, we would love to connect.





OUR STORY

The roots for Providence were planted 97 years ago, with the establishment of Winnipeg Bible Training School. While our name has changed over the years, our goal has remained the same: to prepare students to be difference-makers in their churches, communities and in the world. We offer a vibrant learning community, anchored in the heritage of our school and our evangelical Christian faith. This transformative environment builds leaders of character, knowledge and faith to serve Christ in our ever-changing world.

Accredited by the Association for Biblical Higher Education (ABHE), and Teaching English as a Second Language (TESL) Canada, our University College is committed to exploring faith and life through undergraduate degree programs in the Liberal Arts and Professional Studies.

In addition, our Seminary has been fully accredited by the Association of Theological Schools (ATS) since 1972. One of the seminary's most popular programs is a Master of Arts (MA) in Counselling Psychology available at our Otterburne campus or our Calgary extension site. Students have the flexibility to study online, through directed study, hybrid and modular coursework.



OUR MISSION

A Christian academic community in the evangelical tradition, Providence teaches people to grow in knowledge and character for leadership and service.

OUR VISION

To be identified among Canada's foremost Christian universities as a learning community that transforms students into leaders of character, knowledge and faith to serve Christ in a changing world.

OUR VALUES

Christ First:

We affirm the essential doctrines of the Christian faith as held by evangelicals. These doctrines are defined in more detail in our Statement of Faith.

Diversity of Thought:

We invite, encourage and listen carefully to different voices and opinions, all in the service of strengthening and clarifying our faith.

Community:

We support and strengthen one another in study and spirit, because we learn and grow better together.

Exploration:

We recognize that faith is a journey. We encourage our students to explore and develop their faith perspective.

Academic Excellence:

We hold all programs to rigorous academic standards.

LOCATION



Providence is nestled in a quiet, prairie community, 30 minutes from Winnipeg. Located close to the geographical center of Canada, Providence is easily accessible. Since 1970, Providence has occupied a beautiful 100-acre campus in Otterburne, MB. The campus is an attractive rural setting beside a river shaded by towering elm trees and dominated by the main building's historic bell tower.

Winnipeg is culturally diverse with over a hundred languages and nationalities represented throughout the region. Winnipeg's friendly and welcoming reputation is one of the main attractions to newcomers. It is known for its cultural achievements and flourishing arts scene as well as its green spaces and access to outdoor activities with the province boasting over 100,000 lakes!

Housing prices in the region are among the lowest in Canada, making it an ideal location for first time home buyers and seasoned professionals.

KEY RESPONSIBILITIES

ADMINISTRATION

- Advise the President regarding marketing, enrollment and communications efforts.
- Oversee and give leadership to all departments within the portfolio.
- Responsible for full planning and execution of the marketing and enrollment budgets in collaboration with direct reports.
- Hire, lead, coach and mentor all direct reports.
- Plan, lead and execute marketing and enrollment team meetings, functions, annual planning strategies and team building events.
- Responsible for promoting positive and responsive communications for internal and external communities to improve relationships and better position the Institution.
- Consult and build relationships with internal administrators, management and employees to build a stronger understanding and sense of importance for the work of external relations.

MARKETING, ENROLLMENT & COMMUNICATIONS

- Promote, build and protect the institution's brand.
- Grow the institution through robust and effective marketing efforts.
- Ensure that plans are developed and executed such that Providence meets its budgetary enrollment targets.
- Ensure that enrollment systems are effective and functional in moving a high rate of inquirers to registration.

- Communicate with the President regarding all major marketing and enrollment strategies and activities.
- Achieve an integrated approach to collaborating with stakeholders across the institution and external agencies and vendors to provide professional recommendations and guidance on adherence to the institution's brand standards and brand framework.
- Conduct and be one of the institution's chief media officers for major news releases, events and projects on and off the institution's campus.
- Collaborate with department, internal and external stakeholders on the institution's brand and strategies to move the institution forward.
- Work to collaborate with the institution's recruitment and admissions office to further enhance new methods, approaches and avenues to increase traffic with prospective students.



PRESIDENT'S CABINET & EXECUTIVE LEADERSHIP

- Serve as a member of the President's Cabinet and participate in planning and decision-making for Providence.
- Attend, prepare and participate in institutional Board of Governors' meetings as directed by the President.
- Facilitate the Board Marketing and Enrollment Committee.
- Complete other duties within the institution and Marketing and Enrollment departments as assigned by the President and/or the Board of Governors.



KEY COMPETENCIES

- Independence: ability to be an independent self-starter and take initiative to discover new ventures and opportunities on a daily basis.
- Confidentiality: ability to handle confidential information, and navigate sensitive situations professionally.
- Integrity and Honesty: contribute to a team approach in development and donor relations.
- Public Relations: with community, external constituents and internal staff/faculty and volunteers.
- Exceptional Interpersonal Skills: ability to interact effectively with academic leadership, faculty, prospects and volunteers in a wide range of roles.
- Strong Ethical Judgment: demonstrated commitment to ethical principles and practices.
- Supervisory/Management: strong ability to encourage, empower and lead direct reports in their work. Demonstrated ability to manage people and tasks, and bring the best work possible out of direct reports.
- Strong Administrator: ability to manage a budget and consider the relative costs, and demonstrated capacity for both details and vision of a team.
- Innovative and Strategic Thinker/Visionary: ability to translate strategic thinking into action plans and output.
- Relationship Management: proven strengths in relationship management and the ability to conduct conflict-resolution.



KEY COMPETENCIES CONT.

- Knowledge: high level of knowledge based on previous experience and a commitment to relevant learning.
- Initiative: a willingness to take on responsibilities and challenges.
- Communication: excellent oral, written and interpersonal communication skills with a broad range of internal and external constituents.
- Dependability: reliable, responsible and dependable to fulfill obligations.
- Attention to Detail: attentive to detail and thorough in completing work tasks.
- Multi-Task: ability to work on multiple assignments effectively.

QUALIFICATIONS

PERSONAL COMMITMENT

- Must align with the mission, vision and values of Providence University College and Theological Seminary.

EDUCATION

- Master's degree in Leadership, Management, Non-Profits or Higher Education, required; relevant terminal degree, preferred.
- Minimum 5 years' experience in Higher Education marketing, enrollment management and communications, preferred. Related executive leadership experience to be considered.
- Demonstrated experience and leadership in managing comprehensive strategic marketing, enrollment, communications and media relations to advance an organization's mission and goals.
- Experience in building, mentoring and coaching a team.
- Proficient in MS Office 365.
- Ability to travel and work evenings and weekends as warranted.

OUR SEARCH TEAM



MARK KRAFT
LEADING THE SEARCH

Mark is a trusted and sought-after executive search leader, with over 20 years of combined experience in the public and private sectors. Bringing a deep level of care and commitment to his clients, Mark has successfully led over 100 executive talent searches across Canada, for roles ranging from CEO to CFO, to COO. With his breadth and depth of experience, Mark has become a respected advisor and go-to expert for non-profit, charity, and faith-based organizations looking to source top executive talent.



LARRY NELSON
SUPPORTING THE SEARCH

Larry is a Chartered Professional Accountant and former CEO of the Baptist Housing Society in BC. He has served on many charity boards nationally and provincially including the board of the Canadian Council of Christian Charities. He has placed over 80 senior executives and worked with more than 50 not-for-profit organizations across Canada. He is passionate about lending his professional expertise to not-for-profit organizations.



TIM WARKENTIN
SUPPORTING THE SEARCH

Tim is a certified coach, strategic planning facilitator and Birkman consultant. He brings thirty years of leadership development experience as an effective partner with not-for-profit leaders and organizations. Tim's consistent contribution is successfully guiding a process to achieve the clarity and perspective necessary to reach strategic, operational and financial goals.

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ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline for this search:

Location: Otterburne, MB

Application Deadline: August 24, 2022

Interviews: end of August/beginning of September

HOW TO APPLY

Please forward a PDF of your resume and cover letter to info@nelsonandkraft.com.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.