



Crandall
University



Opportunity Profile

PRESIDENT AND VICE CHANCELLOR
CRANDALL UNIVERSITY

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Crandall University is searching for an energetic, strategic leader who is passionate about the post-secondary student journey to guide the institution into its next chapter as President and Vice Chancellor.

The President and Vice Chancellor is the chief executive officer of Crandall, appointed by and accountable to the Board of Governors. The President and Vice Chancellor provides visionary, spiritual, academic, and operational leadership to the University, stewards its Christian mission and identity, advances strategic and financial sustainability, strengthens trust and institutional alignment, and serves as Crandall's primary ambassador with donors, churches, alumni, the Canadian Baptists of Atlantic Canada (CBAC), government, and community partners.

The President and Vice Chancellor will build upon Crandall's last decade of tremendous growth and health, focusing on innovation and emerging trends in the Christian higher education sector. They will be equipped to lead the University into its next era of impact with a proven track record of success leading similar Christ-centered academic communities.

This is an exciting opportunity for a faith-based leader who is gifted in prayerful and strategic discernment as they lead in the Christian post-secondary sector.

If you are interested in learning more about this exciting opportunity, reach out to Mark Kraft (mark@nelsonandkraft.com) at Nelson/Kraft & Associates to explore further.



ABOUT CRANDALL

Crandall University is a private Christian university in Moncton, New Brunswick, Canada, founded in 1949 by the CBAC. Its mission is to transform lives through quality university education firmly rooted in the Christian faith. Crandall offers undergraduate and graduate education marked by academic excellence, Christian formation, student belonging, and leadership development.

The next President and Vice Chancellor will lead in a context shaped by enrollment volatility, the need for long-term financial sustainability, and the tradition of higher education innovation while balancing capacity constraints. At the heart of this work is a commitment to fostering student transformation, ensuring that students experience academic growth, Christian formation, a strong sense of belonging, and preparation for lives of service and leadership. They will accomplish this while holding Crandall's external relationships and key stakeholders with the upmost care and respect.

Living in Moncton, New Brunswick offers a compelling balance of affordability and quality of life, supported by lower housing costs and a steadily growing regional economy. Its Atlantic location provides ready access to coastal landscapes, beaches, and a distinctive maritime lifestyle, while the city itself maintains a measured pace and strong community environment.



OUR MISSION

The mission of Crandall University is that of "Transforming lives through quality university education firmly rooted in the Christian faith."

This mission is accomplished through:

- Teaching in the disciplines of the liberal arts, business, science, and professional studies
- Co-curricular transformation opportunities for undergraduate students
- Faculty research
- Employee service

KEY RESPONSIBILITIES

Mission, Identity, Spiritual Leadership, and Calling

- Possess a sense of deep calling to the mission, vision, and values of Crandall.
- Champion and protect Crandall's mission and Christian identity, ensuring mission fidelity remains central to institutional strategy, decision-making, and culture.
- Provide leadership in the spiritual, academic, and administrative objectives of the University.
- Model a life of integrity, humility, servant leadership, and Christian maturity appropriate to the office.
- Steward the integration of faith and learning, Christian formation, discipleship, and service across the life of the University.



Governance, Board Partnership, and Institutional Leadership

- Serve as chief executive officer in faithful partnership with the Crandall Board of Governors.
- Provide clear, timely information to the board regarding strategy, performance, risk, and major institutional developments.





- Promote clarity of roles, policies, decision rights, and accountability across governance and leadership structures.
- Strengthen institutional alignment across the board, senior leadership, and academic leadership structures.

People, Culture, and Organizational Health

- Continue the tradition of building trust with strong communication while fostering healthy alignment across faculty, staff, administration, and leadership bodies.
- Continue to lead with relational credibility in a context where culture, trust, and communication are central to institutional effectiveness.
- Ensure strategic ambition is aligned with institutional capacity, staffing realities, and operational readiness.
- Support the recruitment, development, and retention of faculty and staff aligned with Crandall's mission and future needs.



Strategy, Academic Leadership, and Student Success

- Lead the articulation and execution of Crandall's strategic priorities for its next season.
- Support academic quality, faculty excellence, program relevance, and a student-centred learning environment.
- Promote student success through strong retention, engagement, belonging, and educational outcomes.



- Guide the institutional response to demographic, policy, technological, and market changes affecting higher education.
- Strengthen the core of Crandall's success by managing the performance of existing offerings while catalyzing new initiatives and opportunities within the evolving Christian higher education sector.
- Recognize the importance of advancing the use of digital tools in education and distance learning.

Financial Stewardship and Sustainability

- Exercise sound stewardship over the University's financial, human, and physical resources.
- Advance long-term financial sustainability through disciplined budgeting, prudent prioritization, endowment growth, and diversified revenue thinking.
- Monitor and address risks related to enrollment dependence, donor demographics, affordability pressures, and other strategic exposures.
- Champion faithful stewardship of God's resources in alignment with mission and institutional priorities.

Enrollment, Reputation, and External Engagement

- Provide executive leadership to enrollment strategy in a context shaped by international enrollment exposure, immigration policy volatility, and domestic demographic change.
- Strengthen alignment between academic offerings, student experience, and clearly articulated value propositions.
- Serve as Crandall's primary ambassador with donors, alumni, churches, community partners, and government stakeholders.
- Strengthen Crandall's brand awareness, public profile, communications effectiveness, and stakeholder confidence.

LEADERSHIP PROFILE

- Deep commitment to Jesus Christ and to the mission of Christian higher education.
- Strong relational intelligence, trust-building capacity, and communication ability.
- Understanding of academic culture and the ability to lead effectively within a university environment; direct higher education experience is preferred.
- Strategic discernment and the ability to articulate direction, priorities, and trade-offs clearly.
- Wisdom, steadiness, and resilience in leading through ambiguity, complexity, and change.
- Financial literacy and sound stewardship judgment.
- Fundraising effectiveness and strong external relationship-building instincts.
- Aptitude and vision for the use of new technology methodology in advancing Christian higher education.
- Ability to work effectively with boards, senior leaders, faculty, and academic governance processes.
- Humility, self-awareness, servant leadership, and team orientation.

QUALIFICATIONS

- An earned doctoral degree, preferred; or relevant terminal degree.
- Ability and willingness to affirm Crandall's Christian mission and lead in a manner consistent with the institution's faith commitments.
- Committed to the CBAC family of churches through active participation and membership in a CBAC church, or a willingness to become a member of one.
- Significant senior executive leadership experience, ideally in higher education or a related mission-driven setting.
- Ability to work effectively in a diverse environment among students and staff from varied backgrounds.
- Demonstrated success in organizational leadership, strategy, performance, and culture.
- Experience in fundraising, donor development, and significant external relations leadership.
- Strong financial acumen and experience with budgeting, sustainability, and institutional stewardship.

ESTIMATED SEARCH TIMELINE

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

Location: Moncton, New Brunswick, Canada

Application Deadline: September 8, 2026

Short List Interviews: Early October 2026

Start Date: TBD

Salary Range: \$190,000 - \$230,000

This position is currently available.

HOW TO APPLY

Apply online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

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.

OUR SEARCH TEAM



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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.



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MATT ROBBERSTAD SUPPORTING THE SEARCH

Matt is an accomplished Talent Acquisition Manager with a strong background in the non-profit sector. With over a decade of leadership experience in recruitment and retention, he has a proven record of success. Matt has effectively managed end-to-end recruitment processes for a wide range of positions at Christian Horizons, a major faith-based developmental service organization in Canada. His extensive expertise in recruitment and selection enables him to identify the ideal candidates for various organizational roles.



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ALEXA KROEKER SUPPORTING THE SEARCH

With extensive experience in executive and board assistance, Alexa combines her recruitment expertise with a keen understanding of organizational needs to build high-performing teams. She's adept at crafting compelling job descriptions and leveraging advertising strategies to attract the best candidates for your organization. From the initial kickoff meeting, Alexa listens attentively to understand the nuances of your ideal candidate, ensuring a tailored and effective recruitment approach.