



# POSITION PROFILE

**Executive Director of Enrollment and Marketing**

Columbia Bible College



# Summary

Columbia Bible College is looking for someone to provide fresh leadership to its enrollment and marketing strategy. The college has a rich history of equipping students for a life of discipleship, ministry and service and wants to share Columbia's success stories and promote the unique opportunities it offers to the next generation.

Columbia is committed to holistic discipleship and practical biblical-theological education. We aim to equip our graduates to strengthen the church and shape their communities redemptively.

Located in the beautiful Fraser Valley, Columbia offers accredited certificate, diploma and degree options to fulfill this vision. The Executive Director of Enrollment and Marketing would be responsible for creatively and strategically marketing Columbia's value and recruiting the right students into its programs.

If you are excited about seeing the next generation follow Jesus wholeheartedly, are a leader who can build teams, who can work collaboratively to tell Columbia's story, and who can get out there and communicate what the college has to offer, we would love to connect.





# CORE VALUES

## FOLLOWING JESUS WHOLEHEARTEDLY

We worship Jesus Christ as the one true King and seek to model a life that embodies his transforming work in the world.

Hebrews 12:1-3

## PURSuing THE TRUTH WITH HUMILITY

We are curious and courageous, seeking truth, building trust, and bearing witness to what we believe by the power of the Holy Spirit.

Matthew 7:7-8

## CARING FOR THE GOOD AND GROWTH OF ONE ANOTHER

We believe people matter because they are created in the image of God. We invest in relationships, pursue growth, and seek to cultivate a Christ-centered community.

1 Peter 4:8-11

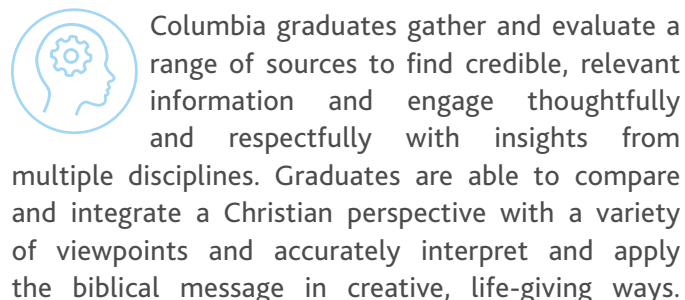
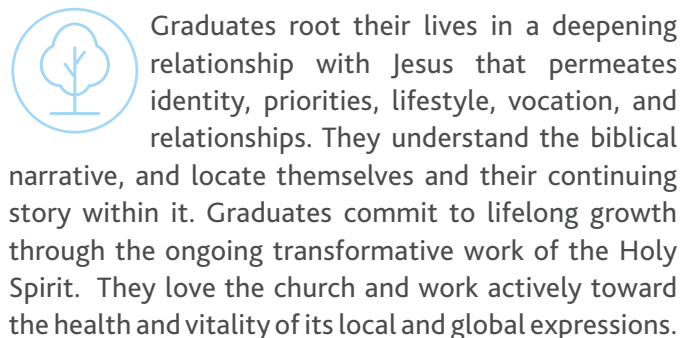
## DOING TOGETHER WHAT NEEDS TO BE DONE

We commit to and engage in God's holistic mission to reconcile all things to himself; together we lean in, and together we serve.

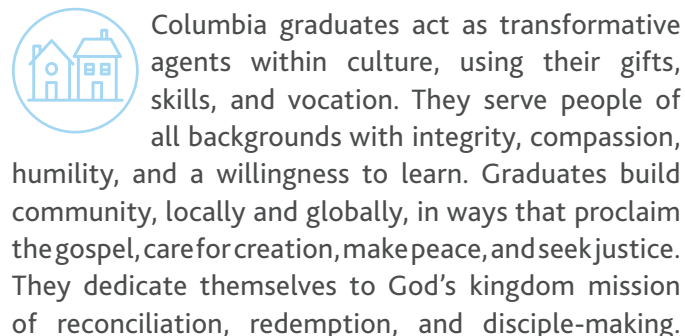
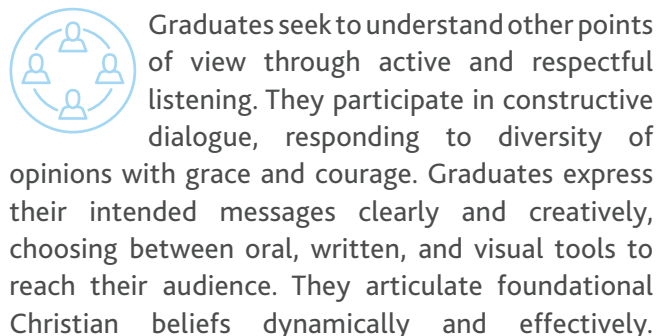
Colossians 3:23-24



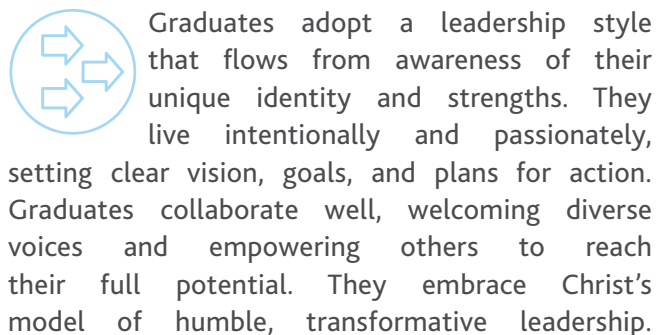
# CHRIST-CENTERED & CRITICAL THINKERS



## ETHICAL & ENGAGED NEIGHBOURS



The "Graduate Attributes" document is intended to provide a picture of the common vision of Columbia Bible College. The description of each of these areas serves as a target toward which we aim, rather than a statement of what we have already accomplished. Having said that, we expect that every student—whether they choose to stay at Columbia Bible College for one year, for two, or for four—will advance significantly in each of these areas in every year they are with us.





# Mission

Columbia Bible College seeks to equip people for a life of discipleship, ministry, and leadership in service to the church and community.



# Strategic Focus

Be known for modeling holistic discipleship...

- *which practices biblical theological integration*
- *which strengthens the church*
- *which shapes communities redemptively*

# Key Responsibilities

## ADMINISTRATION

- Advise the President regarding enrollment and marketing efforts.
- Oversee and give executive leadership to admissions and marketing departments.
- Plan and execute the marketing and enrollment budgets in collaboration with the Leadership Team.
- Hire, lead, coach and mentor all direct reports.
- Plan, lead and execute marketing and enrollment team meetings, functions, annual planning strategies.
- Promote positive and responsive communications for internal and external communities to improve relationships and better position the institution.
- Build relationships within the college to cultivate a stronger understanding and sense of importance for the work of external relations.





# Key Responsibilities

## ENROLLMENT & MARKETING

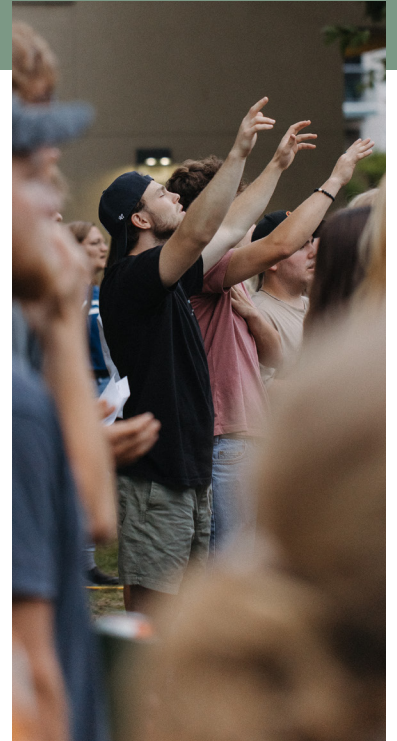
- Oversee the institution's recruitment and admissions activities to increase connections with prospective students, applications received, and quality students registered.
- Promote and present the value of Columbia and its programs to prospective students and college constituents.
- Develop and execute plans to meet Columbia's budgetary enrollment targets.
- Build, monitor and maintain enrollment systems and processes that are successful in moving inquirers to registration effectively and efficiently.
- Communicate with the President and Leadership Team regarding all major marketing and enrollment strategies and activities.
- Lead an integrated and consistent approach to working with stakeholders across the institution and external agencies and vendors focused on obtaining student enrollment and marketing objectives.



# Key Responsibilities

## ENROLLMENT & MARKETING

- Ensure the College online presence is relevant, accurate and current including:
  - website design, layout and content
  - maintenance and implementation of social media outreach
  - tracking and interpreting web analytics to provide data-driven communication plans
- Promote, build and protect the institution's brand.
- Lead the design, development and distribution of the College's print communications, both internal and external, for successful campaigns increasing awareness and engagement with the College and its target audience.
- Maintain College branding standards in all media, both internal and external, to ensure consistency.
- 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.





# Key Responsibilities



## EXECUTIVE LEADERSHIP

- Serve as a member of the Leadership Team and participate in planning and decision-making for Columbia Bible College.
- Attend, prepare and participate in Board of Directors' meetings as directed by the President.



# Key Responsibilities

## KEY COMPETENCIES

- **Confidentiality:** ability to handle confidential information and navigate sensitive situations professionally.
- **Integrity and Honesty:** contribute to a team approach in development and donor relations.
- **Exceptional Interpersonal Skills:** ability to interact effectively with academic leadership, faculty, prospective students 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 successful outcomes.
- **Activator:** a proven ability to turn strategic ideas into actions that achieve desired results.
- **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.



# Qualifications

## PERSONAL COMMITMENT

- Must align with the mission, vision and values of Columbia Bible College.
- Must be able to sign a college confession of faith from one of the partner conferences (British Columbia Conference of Mennonite Brethren Churches – BCMB / Mennonite Church British Columbia - MCBC).
- Must be able to sign Tenets of Faith document from accrediting body (Association for Biblical Higher Education).

## EDUCATION

- Master's degree in communications, leadership, management, marketing, or non-profits, is preferred.
- Minimum five 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 and Adobe Creative Suite.
- Ability to travel and work evenings and weekends as warranted.





# How to Apply

To apply, please send a cover letter and resume to  
**[presidentsoffice@columbiabc.edu](mailto:presidentsoffice@columbiabc.edu)**



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