



**BOOTH**  
UNIVERSITY  
COLLEGE

**EDUCATION FOR A BETTER WORLD**

## **Booth University College Director of External Relations**

Reporting directly to the President, the Director of External Relations plays a pivotal role in shaping and executing an integrated communication, marketing, and development strategy for Booth University College. This position is also responsible for the admissions plan to meet the annual goals and objectives of the institution. Collaboration with various departments, particularly with Academics, the School for Continuing Studies and Registrar functions, is essential for the success of this role.

Supervisory Functions: Communications and Admissions Staff

### **Essential functions of the job**

Reporting directly to the President, the Director of External Relations will:

- Develop and implement a comprehensive strategic advancement plan encompassing fundraising, communications, and alumni relations aligned with Booth University College's strategic goals.
- Secure resources to ensure the institution's long-term financial stability through fundraising strategies supporting current and future operations.
- Manage a portfolio of prospects, overseeing cultivation, solicitation, and stewardship efforts.
- Collaborate with the President on government relations and major gift fundraising initiatives.
- Provide leadership to the Development Coordinator, Communications Specialist and Admissions Counsellors.
- Supervise gift acknowledgments, accounting, and data management within the Advancement office.
- Deliver timely reports on advancement activities' implementation and outcomes.
- Foster effective relationships with Booth UC leadership and The Salvation Army's public relations and development personnel.
- Plan, execute, and evaluate the admission process for students, ensuring alignment with enrollment goals and institutional priorities.
- Develop a strategic recruitment and admissions environment, including market research and competitive forces analysis.
- Participate in crafting student financial aid policies, scholarship programs, and budget planning.
- Oversee the production and placement of recruitment materials and marketing collateral.



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- Manage administrative, personnel, and financial aspects of the Admissions function, including budgeting and staff supervision.
- Represent the University College at various on and off-campus events and programs.
- Participate in relevant committees and working groups as assigned by the President.

### QUALIFICATIONS

#### 1. Required

- Satisfactory Criminal Record Search Certificate and Child Abuse check.
- Fully supportive of the integration of faith and learning in a Christian university-level setting and a commitment to the Mission of Booth University College
- Ability to integrate your Christian faith within the workplace
- University degree with 7-10 years of leadership experience in advancement operations, preferably in higher education.
- Minimum five years of administrative experience in post-secondary recruitment, admissions, or enrollment.
- Strong multitasking and project prioritization skills.
- Demonstrated ability to lead projects and manage staff effectively.
- Excellent communication skills, with the capacity to coach and develop team members.
- Proficiency in information technologies, databases, and computer applications.
- Knowledge of local, national, and international recruitment trends.
- Experience in policy development, budget planning, and statistical analysis.
- Ability to plan, promote, and execute special events.
- Commitment to Booth University College's mission, with integrity and professionalism.
- Willingness to work flexible hours, including evenings and weekends as required.
- Familiarity with the post-secondary education sector in Canada, preferably in Christian higher education.
- Valid Manitoba driver's license and willingness to travel in Canada and the USA.
- This position offers a dynamic opportunity to drive the advancement and enrollment initiatives of Booth University College, contributing to its growth and success within the higher education landscape.

#### 2. Assets (Preferred Qualifications)

- Knowledge of Christian higher education in Canada
- Experience in the Admissions function in higher education
- CFRE designation



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This is a full-time position with 37.5 hours per week. In addition to the compensation package, we also provide a benefits package that includes health, dental, and other group benefits, vacation and sick leave, RRSP, and a tuition bursary program. Booth University College offers a stimulating university college environment, a mission-driven purpose, and the opportunity to contribute to change as Booth UC moves forward on its commitment to its mission: **Education for a Better World.**

### **Application Instructions**

Applications may be submitted in confidence to Human Resources; Booth University College by email: [BoothUC.Careers@boothuc.ca](mailto:BoothUC.Careers@boothuc.ca). Applications must include a cover letter. In the letter describe why you want to work at Booth University College. Also, please detail what key strengths you bring to this position. All qualified candidates are encouraged to apply however, in accordance with Canadian Immigration requirements, Canadians and permanent residents will be given priority.

Accommodations are available upon request throughout the recruitment process.

Applications will be reviewed as received until **April 26, 2024.**

### **About Booth University College**

Booth UC is a Christian university college located in Winnipeg, Manitoba (Canada) and rooted in The Salvation Army's history of meeting the needs of the most vulnerable in society. As an open-enrollment institution, we welcome students from many different backgrounds, cultures, and countries. Deeply committed to social justice, we blend Christian faith and rigorous scholarship with a passion for service. Our approach to learning is anchored in academic excellence and based on a vision of social justice, hope, and mercy for all. We are committed to our mission: **Education for a Better World.** This is described in our mission statement:

*William and Catherine Booth University College, a Christian university college rooted in The Salvation Army's Wesleyan theological tradition, brings together Christian faith, rigorous scholarship, and a passion for service. The University College educates students to understand the complexities of our world, to develop the knowledge and skills necessary to be active contributors to society, and to know how the Christian faith compels them to bring hope, social justice, and mercy into our world.*