

Centennial is an independent, bilingual, secondary school that strives to empower young people to conquer the challenges of learning. We provide a supportive and inclusive environment in which young people can learn, progress and succeed. We help students with learning challenges become autonomous, resilient, life-long learners.

Our vision: To become the preeminent school that empowers learners to conquer the challenges of learning.

We are early adopters of the Universal Design for Learning (UDL), a scientifically-driven educational framework that addresses the main barrier to learning: an inflexible, one-size-fits-all approach to teaching. UDL reaches all types of learners, by providing multiple means of representation, expression and engagement. As firm believers in UDL, we aim to be academically and socially inclusive and strive to make learning both accessible and meaningful.

At Centennial, teachers are working collaboratively in alignment with the mission and are part of the problem solving team in a routine and predictable environment to ensure students develop successful learning behaviors. Centennial employees share the following common skills: team oriented, flexible, lifelong learners, personally balanced, neutral and professional at all times and transparent communicators.

Centennial is currently seeking candidates for the following teaching positions (must hold a Quebec teaching permit):

Enrolment Manager

All applications should be sent to humanresources@centennial.qc.ca. Bilingual candidates have priority and only those applicants who are selected for an interview will be contacted.

Enrolment Manager

The Enrolment Manager will report to Head of School and will be responsible for helping to drive new student enrolment for both the High School and the College and maintain a high level of retention of students enrolled. This position is responsible for the planning, integration, coordination, and management of the strategic enrolment marketing plan across multiple communication and advertising platforms for multiple audiences while maintaining and adhering to the overall Centennial brand. This position involves being highly hands-on in the organization, preparation and calendar management of events for the Head of School and the school life.

Qualified Candidates Should Posses:

- A good understanding of various challenges of learning and impact on families and children.
- Solid interpersonal communication skills and the ability to work on cross functional teams.
- Experience working collaboratively with multiple stakeholders in various roles across multiple divisions.
- An ability to make data driven decisions based on metrics and return-on-investment reporting and models.
- An ability to implement and oversee research based strategies focused on meeting marketing objectives and achieving enrolment goals.
- Project management and presentation skills, attention to detail, and an ability to multi-task.
- Exceptional writing and editing skills, including a solid foundation in grammar, spelling, and the composition of various communication vehicles.
- An ability to do research, conduct interviews, and write content for marketing materials including print, e-communications and the website.
- Good aesthetic judgment, a firm grasp of various enrolment marketing techniques, and the confidence to work independently.
- Advanced knowledge of current and emerging industry trends and principles.
- An understanding of graphic design, print and direct mail, digital assets, web design, new media, advertising, e-communication, and social media as promotional and engagement tools.
- Thorough knowledge of web communication techniques, vehicles and formats.
- A recommended minimum of five years of experience with a proven record of success in marketing and brand management.
- Customer service skills.
- Knowledge of Microsoft Office, CRM, and Google Analytics or other digital analytics solutions.
- Ability to think out of the box and find creative solutions.
- Ability to work with ethnically, culturally, and socially diverse students, staff, faculty, and other constituencies.

Key responsibilities include but are not limited to:

- Participate in the development, implement, and analyze marketing and recruitment and retention strategies for the high school and the college through the use of print publications, digital and print advertising, direct mail and e-correspondence, Centennial's web sites, search engines, radio advertisements, presentations, events, and follow-up strategies.
- Track enrolment results by program and grade weekly and adjust plans accordingly.

- In collaboration with the Admissions coordinator, develop a marketing strategy that includes continued brand development and maintenance, market positioning, and expansion of the Centennial's lead generation efforts through print, digital and other media formats. Establish and maintain a dynamic, cooperative relationship with program directors, faculty, admissions staff and advancement team members.
- Assist the Head of School in developing and coordinating marketing strategies to promote individual academic programs and maintain quality of program delivery and families satisfaction.
- Develop and implement an ongoing, enrolment management marketing plan to promote each academic program and maintain quality of program delivery and families satisfaction.
- Develop an annual plan for market research. In collaboration with the Admissions Coordinator develop marketing implementation ideas for researching target audiences based on the standard market research data results.
- Ensure brand language is incorporated in all enrolment communications.
- Develop, write and/or edit a variety of print or electronically-based communication materials.
- Work with the Admissions Coordinator on marketing budget details to plan marketing activities based on the approved budget.
- In conjunction with the Coordinator of Admissions utilize social media and digital marketing to increase recognition, responsiveness and engagement.
- Work with the Web Master and Admission Coordinator to update Admissions website pages with new and relevant content.
- Gather and continually update student success stories per program.
- Monitor current and emerging trends in new media tools and applications, and evaluate potential appropriateness/effectiveness for Centennial implementation.
- Manage vendors such as agencies, freelancers and printers, to execute marketing strategies and tactics, but will also roll-up your sleeves when needed on projects.
- Work collaboratively with the lead generation/media buying team as well as the Centennial's creative partners to determine the best strategies for various audiences.
- Other duties as assigned.

Preferred Qualifications:

- Recommended a minimum of 5 years in higher education enrolment management and/or marketing.
- Baccalaureate degree from an accredited college required.
- Proven track record of success in marketing and brand management and compliance.
- Experience measuring marketing effectiveness and/or return on investment(s) as it relates to enrolment management initiatives and/or marketing campaigns.
- Experience in an education environment.
- Demonstrated project management experience.
- Ability to handle confidential information with discretion.
- Should be committed to a culture of diversity and respect.