

## ASSOCIATE VICE-PRESIDENT, INTERNATIONAL POSITION PROFILE

### OVERVIEW

### JOB REQUIREMENTS

### KEY PRIORITIES

### RESPONSIBILITIES AND ACCOUNTABILITIES

### EDUCATION

### EXPERIENCE

### KEY COMPETENCIES

### OVERVIEW

---

Trent University is seeking an Associate Vice-President, International. Reporting directly to the Provost and VP Academic, the successful candidate will be a highly visible champion of internationalization. As a senior executive leader, the AVP International will work closely with the President, Provost and VP Academic, VP Research and Innovation, Deans, AVP Students, AVP Recruitment and Marketing, Academic Departments and Faculty members to create, develop and execute a vision for “Trent International”, a broad internationalization initiative, relevant to international and domestic students, faculty and the University community.

As a member of the senior management team, the AVP International will be responsible for oversight of all aspects of the University’s international activities and for providing strategic leadership in relation to the advancement of Trent’s institutional priorities at both its Peterborough and Durham-GTA Campuses. The AVP International will develop and foster international educational and research partnerships, both current and future, integrating research and teaching.

The AVP International will facilitate the achievement of international goals and establish an international presence by creating a strong professional rapport with stakeholders across the University and will lead and participate in committees and working groups to address issues of internationalization in higher education both within and outside Trent.

The AVP International will head Trent International and oversee international marketing and promotion; recruitment and admissions; enrolment reporting; data analysis and retention; international student services; international programming; management of daily operations and administration; student mobility and study abroad; and international outreach.

## **JOB REQUIREMENTS**

---

The ideal candidate will bring a strong passion for global citizenship, significant experience in university management and relationship building and the recruitment of international students. This includes a significant track record of success in recruitment and retention, coordinating and leading aspects of international strategy in a post-secondary environment, and a demonstrated understanding of international relations across a number of cultures. A collaborative leadership approach and people management skills will be combined with strong communication skills and an ability to achieve results.

## **KEY PRIORITIES**

---

- ✓ Develop a strategic internationalization plan for the institution which identifies international direction and goals with tangible results for the University, and provides for a distinct pathway for the creation and execution of the vision and operations
- ✓ Working closely with the Provost and VP Academic and Deans develop a program-based enrolment plan which will aim to increase international student enrolment at Trent to at least 10% of undergraduate enrolment, and increase international participation in graduate programs
- ✓ Create a sustainable and efficient model of business and management operations to meet the growing demands of international education, while considering the budget constraints faced by the University
- ✓ Ensure broadly-based international student services
- ✓ Engage Deans and faculty across the University in Trent's internationalization efforts, including internationalization of the curriculum where appropriate
- ✓ Increase domestic undergraduate student participation in Study Abroad and internationalization initiatives
- ✓ Create a system for collecting data on international students, including their academic progress and graduation rates, to ensure Trent is providing appropriate support
- ✓ Look for and pursue new international opportunities and partnerships that can help Trent improve its internationalization efforts
- ✓ Develop processes to support and foster international partnerships (both current and future)
- ✓ Work with the Provost and VP Academic and Deans in developing a strategic direction for the English as a Second Language Program

## **RESPONSIBILITIES AND ACCOUNTABILITIES**

---

### **RECRUITMENT, MARKETING, ADMISSIONS AND PROGRAMMING**

- Responsible for the recruitment, marketing, and admissions of all international students
- Develop and manage strategic enrolment plans to expand international student enrolment through market assessment, market opportunities, and effective conversion
- Participate as an active member of the Strategic Enrollment Management (SEM) committee

- Responsible for data reporting mechanisms: analysis, collection and dissemination of data to identify target markets and students by cohort, as supported by data and enrolment reporting in Institutional Research
- Review of the Trent agent network including performance, communications and training for that network
- Develop and maintain innovative promotional and marketing materials for international recruitment
- Establish a best practices admission process for international students
- Create a scholarship system that allows a more flexible and broader distribution of scholarships among undergraduate and graduate students
- Work closely with Provost & VP Academic and Deans to develop and assess effectiveness of programming currently offered in relation to international market trends
- Evolve and refresh international program offerings taking into account political, economic, and cultural challenges and opportunities
- Facilitate the expansion of programs into areas that will attract international students

#### **RETENTION AND INTERNATIONAL STUDENT SERVICES**

- Responsible for retention of international students by providing strong support systems dedicated to academic services, cultural issues, immigration and settlement matters for international students and domestic students studying abroad (i.e., international admission practices, immigration legislation, academic remedial supports, life skill supports)
- Manage all international student services and collaborate effectively with Student Affairs to allow for successful integration and transition of international students to the University and community
- Provide for a clear pathway of conversion and communication for international students from the moment of application to point of graduation
- Promote and build transition programs to effectively support programs for the overall retention and success of international students
- Develop a formal peer mentoring process that involves senior international students and domestic students with experiences abroad

#### **STUDENT MOBILITY AND EXPERIENCES ABROAD**

- In collaboration with academic units, responsible for the administration, management and policy development of all programs to promote the mobilization of domestic students around the world
- Provide for centralized opportunities for domestic students seeking study abroad opportunities and experiences working closely with stakeholders across campus
- Establish Trent connections to exchange programs
- Manage risks and policies relevant for all international mobility programming

## **INTERNATIONAL OUTREACH AND PARTNERSHIP DEVELOPMENT**

- Use institutional agreements to engage schools and universities and enhance recruitment activities internationally
- In collaboration with VP Research & Innovation, foster, develop and execute international partnerships and agreements to complement faculty and student interests internationally
- Establish governance framework for international agreements
- Support and provide for the facilitation of international visits to the campus and international visits abroad
- Develop a database of international activities and opportunities for the Trent community

## **ENGAGE STAKEHOLDERS WITHIN UNIVERSITY COMMUNITY**

- Facilitate the achievement of international goals and establish an international presence by creating a strong professional rapport with stakeholders across the University
- Foster faculty and staff collaborations with universities, government, and funding agencies on international opportunities
- Create effective, results-oriented relations across entire campus, engaging staff, faculty and students in campus-wide activities related to internationalization
- Promote overall integration of internationalization including teaching, research and service among students, faculty and staff
- Provide for clear communications mechanisms between key stakeholders, i.e., VP Research & Innovation, Provost & VP Academic, Deans, and faculty
- Communicate with and engage international alumni of Trent University to further internationalization goals in Canada and abroad.

## **MANAGE OPERATIONS AND ADMINISTRATION**

- Manage the daily activities and operations of Trent International
- Create and develop a sustainable and effective international operation to enrol and retain a diverse range of international students
- Develop processes and policies to create sustainable and effective international operations
- Responsible for budget management, financial reporting and creating revenue generating projects
- Create an effective team with clear roles, responsibilities and tangible goals
- Responsible for records management of the University's international partnerships and agreements
- Provide for staff training, professional development and learning opportunities, to enhance knowledge of practices, processes and procedures

## EDUCATION

---

- Masters or Professional degree in a related field

## EXPERIENCE

---

- A minimum of 10 years of related experience in progressively more responsible administrative positions
- Expertise in international activities including: international partnership development, international recruitment and retention and strategic planning

## KEY COMPETENCIES

---

- Demonstrated skill in leadership, management, administration, budgets, and planning
- Results-oriented; experience in establishing and implementing strategic plans
- Knowledge and experience with issues relevant to international students, faculty, and partner institutions
- Demonstrated understanding of the concepts of world affairs and global socio-political-economic influences, cultural diversity, and vast intercultural communication knowledge
- Demonstrated ability to develop, maintain and strengthen partnerships with various stakeholders domestically and internationally in a strategic manner
- Demonstrated experience and superior skills in negotiating on a local, provincial, national and international level
- Demonstrated experience in the development of global partnerships and agreements
- Knowledge of recruitment and retention initiatives related to international students
- Knowledge of academic programming available to domestic and international students
- Ability to be responsive to student needs to provide services and transition programs to ensure student success
- International travel experience, and proven networking skills both domestically and internationally
- Solid understanding of immigration as it relates to international student interest in Canada
- Knowledge and experience in development of regulations, policies and procedures in the international education sector (i.e., risk management)
- High degree of initiative, creativity and adaptability
- Strong professional comportment, human resource management skills and ability to lead in a cross-functional structure
- Strong data analytical skills