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SCHOLARS

## **Opportunity: Marketing and Outreach Officer - Parental Leave Coverage (Contract) McCall MacBain Scholarships at McGill**

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The McCall MacBain Scholarships at McGill is seeking a highly driven professional to join the team as **Marketing and Outreach Officer – Parental Leave Coverage (Contract)**.

The McCall MacBain Scholarships at McGill (MMSM) are Canada's first comprehensive, leadership-driven scholarships for master's and professional degree studies. In 2019, the McCall MacBain Foundation made the then-largest donation in Canadian history to establish the program. Scholars are selected through an intensive process that seeks to identify those who aspire to lead with purpose and demonstrate an inner drive to make positive change. Once selected, scholars receive full funding for tuition plus a living stipend to study at McGill University, and benefit from a world-class enrichment program including mentorship, retreats, speaker series, and workshops.

Reporting to the Director of Marketing and Communications, the **Marketing and Outreach Officer** will help execute a global candidate recruitment campaign (70% Canada, 30% international), with a focus on university partnership management.

This 8-12 month contract is for parental leave coverage.

Key duties include:

### **Partnership Marketing and Applicant Recruitment**

- Maintain strong relationships with university partners that encourage and endorse candidates
  - Schedule and participate in partnership meetings
  - Provide partners with promotional materials and application endorsement guidance
  - Address partner questions and concerns thoughtfully, considerately, and quickly
  - Schedule, set up, and host information sessions (online and in-person) for applicants
  - Organize Q&As with scholarship finalists and recipients
  - Maintain accurate partnership records in the organization's systems, keeping track of contact updates and necessary follow-ups
  - Organize events to celebrate scholarship recipients
- Contact community organizations and implement other outreach tactics to encourage candidates
- Support marketing campaigns by drafting print and digital content (e.g. emails, presentations, reports, newsletters, social media posts, or web content)
- Track and report on recruitment efforts, focused on applicant diversity and quality goals

### **Applicant Support**

- Help respond to applicant inquiries thoughtfully, considerately, and quickly
- Troubleshoot applicant technical issues within Slate
- Update applicant materials (e.g. website FAQs, application instructions) and implement a customer support system to improve the applicant experience

### **Applicant Endorsement**

- Manage partner access to the Slate online endorsement portal
- Develop training materials for using the portal and provide user support as needed

Other duties as required.

### Qualifications, skills and attributes:

- At least 2-5 years of experience in account management, program outreach, student recruitment, or marketing roles with demonstrated success
- Excellent interpersonal skills and experience collaborating with a range of stakeholders
- Strong communication skills in English, including public speaking
- Ability to work in French
- Knowledge of Technolutions Slate admissions system, or strong technical aptitude and interest in learning new systems
- A university degree and knowledge of the Canadian educational system
- Personal accountability, with a strong mandate to consistently meet objectives and clearly communicate and measure goals against key performance indicators
- A positive attitude, with a desire to go for the “win-win solution” and build consensus where applicable and appropriate
- Excellent judgment, problem-solving, and interpersonal skills
- Ability to manage multiple priorities within tight deadlines
- Ability to travel for work, particularly from January to April, and to work evenings or weekends occasionally for specific events

Knowledge of English is required due to collaborative work with English-language university partners and stakeholders.

### To apply

Please forward your resumé with a **personalized** cover letter by email to the attention of Julia Lo at [hire@mccallmacbain.org](mailto:hire@mccallmacbain.org). **Resumés without cover letters or with generic cover letters will not be considered.**

**Salary:** Base salary of \$60,000 - \$70,000.

**Location:** In-person in downtown Montreal.

**Legal ability to work in Canada:** Candidates must be legally eligible to work in Canada.

**Closing:** Monday, September 30, 2024 at 9:00 AM EDT. Thank you for your interest in this position. Please note that applications will be reviewed on a rolling basis and that we will only contact those invited to interview.