

*Since its inception in 1987, Vancouver Film School (VFS) has built an outstanding reputation based on tangible results and student outcomes. Those results include alumni who are making a mark at organizations such as Microsoft, Pixar, LucasFilm and Electronic Arts and who have won international awards including Oscars, Emmys and Independent Student Awards. VFS is driven by passion, innovation and experience. Its model for success is built on student programs that are intense and structured; faculty that are working, award-winning professionals; and advisory boards made up of industry leaders from around the world who keep programs and curriculum relevant to today's current industry practices and needs. At VFS, results truly matter, making the student experience pre- and post-graduation the most integral part of everything the school does. To assist the school in identifying its next success stories, VFS is currently seeking a new...*

## **Executive Lead, Student Recruitment & Enrollment**

**Vancouver. BC**

**VFS VANCOUVER FILM SCHOOL**  
**Results Matter**

Reporting to the Managing Director and part of VFS's senior leadership team, the Executive responsible for Student Recruitment & Enrollment will build and execute the next generation Student Recruitment plan that mirrors the level of sophistication and success that the institution has developed in its programs over the last 25 years. The implementation of this holistic strategy will solidify the ability to continually attract the best students and, through clearly defined processes, provide a new level of predictability for the business. This Executive will be instrumental in establishing a long-term vision for the department that ensures all programs are sustainable into the future by developing and maintaining a refined recruitment funnel leveraging a newly implemented CRM platform. This vision will also become an integral component of VFS's overall growth strategy. Leading a large group of enthusiastic professionals, he or she will ensure VFS creates a student experience that is consistent and outstanding, from the very first point of contact right through to the admissions and acceptance stages.

As the ideal candidate, you are a strategic and dynamic leader who possesses a proven track record of success developing and implementing sophisticated strategies, programs and resources to meet admission, enrollment and revenue generation goals. As a true professional, you are process driven, articulate and well versed in the tools and resources required to build a leading and highly effective sales and business development department. You are skilled in identifying, hiring, developing, training and mentoring staff in a truly global setting. You bring an entrepreneurial approach and a sense of urgency in all that you do. You have proven yourself as a team player that works closely with other departments to achieve common goals and objectives but with your decisive nature are not afraid to really make a difference. Your global network will be an asset to assist you in achieving stretch goals and targets.

For an opportunity to play a key leadership role and positively affect the growth strategy of one of the world's most respected "results orientated" entertainment schools, please forward your résumé and a brief cover letter in confidence to **Esther McGregor** and **Casey Forrest** at:



**Pinton  
Forrest  
& Madden**

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