



**Rosseau Lake
College**

Marketing & Communications Officer

Rosseau Lake College has an exciting opportunity for a Marketing & Communications Officer to join our team!

About Rosseau Lake College

Rosseau Lake College is one of Canada's most unique independent, co-ed, day and boarding schools, offering extraordinary learning in a highly experiential academic program in grades 7-12. Every September since 1967, RLC has welcomed 120 boarding and day students to our 56-acre campus located along the shores of beautiful Lake Rosseau in Ontario, Canada.

At RLC, we challenge and empower each student through the rigours and adventures of a highly academic program; one that is intentionally rooted in the vast opportunities of nature and our incredible geographical setting. When students graduate from RLC and depart for their chosen post-secondary school, they have developed the skills, knowledge, and confidence to take on any challenge. They are ready for anything.

**To learn more about Rosseau Lake College, please visit:
<https://www.rosseaulakecollege.com>.**

The Position

The Marketing & Communications Officer plays a crucial role in advancing and supporting Rosseau Lake College's Strategic Plan. Collaborating with the Director of Advancement, Admissions team, and inspired RLC staff, this role creates and implements communications and marketing strategies that elevate and sustain the stature of the school while aiming to advance student recruitment and retention, fundraising and donor relationships, alumni relations, and brand reputation.

With an awareness of RLC's past and a focus on its future, the Marketing & Communications Officer ensures the school's narrative and identity is reflected in all communications, publications, and events and strategically highlights work that promotes the mission, vision and values.

Key Responsibilities

- Work closely with the Head of School and the Leadership Team to meet strategic goals.
- Collaborate with admissions and support student recruitment and retention efforts, including developing marketing strategies to increase enrollment inquiries and conversions.
- Oversee event promotion and pursue opportunities that bring existing and new audiences to the campus.

- Highlight RLC's unique experiential learning opportunities, such as outdoor education and field trips, to differentiate the school in a competitive market.
- Develop marketing and communications plans.
- Produce and share high-quality content (digital, video, print).
- Work with third party vendors, as needed, around website development, maintenance, branding initiatives.
- Manage and oversee RLCs social media platforms, website, and digital marketing initiatives.
- Support advancement in fundraising campaigns, events, and donor stewardship.
- Develop and implement marketing and communications strategies that align with the enrollment and advancement goals and strategic priorities.
- Drive engagement through the creation of compelling stories that highlight student experience, faculty expertise, and alumni success.
- Ensure brand consistency and positive engagement across platforms and presentations.
- Manage a departmental budget.
- Maintain knowledge of trends in education marketing.
- Manage reputational risks in collaboration with the Risk Management Coordinator.

Qualifications:

- Post-Secondary Education, with a degree in marketing, Communications, Public Relations, Journalism, Business Administration, or a related field.
- Professional certifications such as Certified Marketing Professional (CMP), Accredited in Public Relations (APR), or Digital Marketing certifications (e.g., Google Analytics, HubSpot) are an asset.
- Minimum of 3-5 years of experience in marketing, communications, or public relations, preferably in an educational institution, non-profit organization, or a sector with similar stakeholder engagement.
- Previous experience in an independent school or similar educational setting is an asset.
- Exceptional written and verbal communication skills
- Knowledge of or experience in digital marketing strategies and tools (e.g., Google Analytics, Hootsuite, Mailchimp) and content management systems (e.g., WordPress).
- Knowledge of branding principles and experience working with graphic design tools (e.g., Adobe Creative Suite).
- Strong interpersonal skills
- Effective organizational skills and able to manage multiple priorities,
- Ability to handle sensitive communications.
- Understanding of marketing metrics (e.g., website traffic, social media engagement, conversion rates) to assess campaign effectiveness and inform strategic decisions.
- Awareness of privacy laws (e.g., Canada's Anti-Spam Legislation, PIPEDA) and advertising standards to ensure compliant marketing practices, particularly for digital and email campaigns.
- A creative mindset to develop engaging campaigns that highlight RLC's unique experiential learning opportunities, such as outdoor education and field trips, to differentiate the school in a competitive market.
- Flexibility and adaptability.

Relationships & Workplace Requirements and Conditions:

- **Working on site, 5 days per week, is preferred.**

- The Marketing and Communications Officer will work primarily on RLC's 56-acre campus, with occasional off-site duties to support external marketing initiatives.
- The role may require flexibility to attend evening or weekend events, such as open houses or alumni gatherings, and to travel for professional development or regional marketing activities.
- Travel, as needed, to support enrollment initiatives, professional development, and industry engagement.

Qualified candidates are encouraged to apply and express their interest at careers@rosseaulakecollege.com.

Rosseau Lake College welcomes applications from all qualified individuals, including, but not limited to women, persons with disabilities, visible minorities (racialized), aboriginal (Indigenous) persons and persons of any gender identity and sexual orientation. Rosseau Lake is committed to a positive, supportive, and inclusive environment.

Rosseau Lake College is committed to providing accommodations for persons with disabilities. Please contact Michelle Archer at 705-732-4351 for further details or if you require any information in an alternate format.