



Consultant, International Recruitment Strategy

McCall MacBain Scholarships at McGill, Montréal, QC

The **McCall MacBain Scholarships at McGill** is searching for consultants to assist with the development and implementation of its international recruitment strategy. These contract positions will be remote, reporting to the Dean of Scholarships and Director, Marketing & Communications.

Scope of Work

In Spring 2022, the McCall MacBain Scholarships will begin accepting international student applications. We plan to work with universities and community organizations to reach undergraduate students and graduates who demonstrate an interest not only in starting a master's or professional program at McGill, with full funding, but also in the mentorship and leadership development opportunities available through the scholarship.

In this role, you will conduct research to develop tactical recommendations for marketing and recruitment in one or more world regions. These regions are:

- East Asia, Southeast Asia, and Oceania
- Latin America and the Caribbean
- Middle East, North Africa, Central Asia, and Russia
- South Asia
- Sub-Saharan Africa

This research will include:

- Identification of key stakeholders and academic dates for a provided list of universities
- Identification of community organizations, undergraduate scholarship providers, employers, or other organizations within the region that can help reach qualified prospective applicants
- Environmental scan of comparable leadership / graduate education opportunities available to applicants in this region, including their marketing channels, messaging, and application processes
- Recommendations to adapt our marketing channels, messaging, university resources, and/or applicant resources to the region
- Recommended region-specific messaging to introduce scholarships to university stakeholders, organizational representatives, and applicants



Qualifications and Attributes

The ideal candidate has deep experience and connections in the higher education landscape of one or more of the five regions. You'll be able to leverage your regional expertise to support the global expansion of a new scholarship for aspiring leaders, community-builders, and innovators.

- Experience and connections working in higher education in one or more region(s)
- Excellent “startup” market research skills, from conducting stakeholder calls to online research
- Good communication skills
- High level of integrity, confidentiality, and dependability
- Fluency in English, with additional region-specific language skills considered a strong asset

About the McCall MacBain Scholarships at McGill

Announced in February 2019, the [McCall MacBain Scholarships at McGill](#) are Canada's first comprehensive, leadership-driven scholarships for master's and professional degree studies. Scholars will receive full funding for tuition plus a living stipend to study at McGill University.

The McCall MacBain Scholarship program includes bi-weekly leadership development seminars, annual retreats, mentors and advisors, skills-based workshops, speakers' series, coaching, and community-building activities. Taken together, these elements will help build a community of leaders in Canada and abroad whose leadership is grounded in core values of integrity, empathy, collaboration, and a deep and abiding concern for improving the lives of others.

Compensation: \$5,000 for 70-100 hours of work (2-3 weeks) per region

Closing: October 31, 2021

Please submit your cover letter and Resume/CV by email to Natasha Sawh at hiring@headlandsinstitute.ca. **Include the region(s) of interest at the start of your email subject line.** Submissions without a cover letter or with a generic cover letter will not be considered.

We thank you for your interest in this contract position. Please note that we will only contact those invited to interview.