



POSITION DESCRIPTION

Position Title: Student Recruitment Specialist

Division: Recruitment and Conversion, Public Affairs

Classification: Assistant Guidance Counsellor (AGC)

Supervisor's Title: Manager, Recruitment & Conversion

POSITION SUMMARY

Reporting to the Manager, Recruitment & Conversion, the Student Recruitment Specialist's primary responsibility is the determination, development and implementation of an effective plan to meet the goals and objectives of the recruitment and enrolment function at Assiniboine College. The Student Recruitment Specialist is the face of the college in recruitment outreach activities, career fairs and presentations to prospective students, working with all college departments and campuses to enhance the image of the college amongst its prospective student audiences.

RESPONSIBILITIES AND ACCOUNTABILITIES

Primary:

1. Develop recruitment strategies

- Under the direction of the Manager, Recruitment & Career Services, develop and implement recruitment strategies for the purpose of increasing the quantity and quality of new students, with a focus on Indigenous student recruitment.
- Work with the Manager, Recruitment & Career Services to determine appropriate recruitment methods, tactics and outreach to build awareness of Assiniboine and target specific markets to achieve enrolment outcomes.
- Help plan and coordinate the development of advertising and promotional materials to build reputation and support recruitment and enrolment activities.

2. Student recruitment activities

- Develop and deliver presentations to high school students and counsellors, mature, Indigenous, international, newcomer and other workforce prospects within Assiniboine's catchment areas (Manitoba, Saskatchewan and north-western Ontario), with a focus on First Nations, Metis and Inuit communities.
- Ensure the college has a leading presence at career symposiums throughout the province; coordinate staffing, booth design and set up, contests and promotional activities to drive traffic and generate further contact
- Manage timely, consistent and appropriate communications to prospective students – from generating leads to responding to inquiries. Follow up on inquiries and contacts after recruitment events by phone, mail or email.
- Advise prospective students, both at recruitment events and on campus, about admission requirements, career outcomes, application procedures and programs as they relate to career choices.
- Coordinate and deliver college-wide on-campus recruitment events including "Spend a Day" program, campus tours, etc.
- Maintain and update presentations including online footage, mobile device presentations, print, etc.
- Ensure the recruitment databases are maintained and appropriately used within the recruitment cycle
- Develop close working relationships with academic divisions, the Students' Association, student success advisors, alumni, the registrar's office, the President's office, etc. to accurately communicate the features and benefits of AC programs and services

RESPONSIBILITIES AND ACCOUNTABILITIES

- Establish and nurture educational relationships with Manitoba, Saskatchewan and Ontario school counsellors, teachers and other organizations (community; employment and funding; Indigenous sponsors) for the purpose of scheduling information sessions, assisting with questions and increasing their awareness of Assiniboine College.
- Act as the Assiniboine College representative on the Manitoba Public Post-Secondary Co-operative (MPPC) and Choices for Aboriginal Post-Secondary Education in Manitoba (CAPEM) and ensure that the college meets its responsibilities in both recruiting groups.
- Develop joint recruitment strategies with other post-secondary institutions in Manitoba to increase the number of students in the Manitoba system generally, but at AC specifically.
- Help to recruit, train and coordinate Student Recruiters and Student and Alumni Ambassadors to participate in information sessions, presentations and career symposiums and tours.
- Generate social media content - help to build the Assiniboine voice on selected social media platforms. Take photos and videos, write messages, repurpose content, respond to comments, as appropriate

3. Event Planning

- Coordinate special promotional events, such as open houses, program information sessions, counsellors' day, youth events and career symposiums.
- Coordinate and lead college, school and program tours for prospective students, counsellors and parents.
- Work with different areas of the college to plan and implement orientation events, career fairs and other events for prospective or incoming students.

Secondary:

- Submit event reports and ensure regular tracking of statistics, including entering prospective student information in the college's Student Information System.
- Participate in regular team meetings.
- Attend other meetings and events as required.
- Provide discussion papers, notes to file, reports and presentations as required.
- Manage the college's inventory of publications and promotional displays, including booking and schedule displays.
- Assist in the development of annual recruitment budgets and be responsible for adhering to those budgets.

KEY RELATIONSHIPS (attach relevant organizational chart(s))

Staff Positions Directly Supervised	0
Staff Positions Indirectly Supervised	0

Other Key Relationships:

The incumbent will have no direct supervisory responsibilities; however, they may coordinate the activities of summer students, student ambassadors or staff hired for special projects.

KNOWLEDGE, SKILLS, ABILITIES, OTHER

- Post-secondary credential, Assiniboine Community College graduate preferred.
- Education and/or experience in marketing, business, communications or other relevant field.
- Demonstrated ability to develop strong working relationships with First Nations, Metis and Inuit community
- Understanding of Indigenous cultures
- Event planning and coordination experience is preferred
- Excellent public speaking, writing and interpersonal skills
- Ability to manage multiple projects simultaneously
- Experience in MS Office and Power Point
- Demonstrated ability to initiate projects and work independently, with critical thinking skills
- Proven organizational talent and initiative

OTHER COMMENTS

The successful candidate must be able to accommodate a flexible schedule, as the position will involve approximately **fifteen** weeks of travel throughout the year, as well as evening and weekend work. A valid drivers' license is required.

Employee's Signature

Date

Supervisor's Signature

Date