



**Assiniboine  
College**

**PEOPLE MAKE IT HAPPEN.**

## Student Recruitment Specialist

Recruitment and Conversion, Public Affairs

Full-time, term (Aug 5, 2025, to May 1, 2027)

Brandon, MB

Comp #126-24/25

Salary: \$50,236 to \$70,499 annually (\$26.65 to \$37.40 hourly)

Classification: Assistant Guidance Counsellor (ACG)

### About Assiniboine:

For over 60 years, Assiniboine College has been providing exceptional learning experiences, while transforming lives and strengthening Manitoba through applied education and research. Our future success rests on our ability to develop a sustainable Thriving Workforce that is unified in moving forward for the benefit of the college and Manitoba. Our culture is built on our principles for continued success: Creativity, Collaboration, and Courage.

### Position Overview:

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.

### Key Responsibilities:

- ▶ Under the direction of the Manager, Recruitment & Conversion, 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 & Conversion 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.
- ▶ 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
- ▶ 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.
- ▶ Submit event reports and ensure regular tracking of statistics, including entering prospective student information in the college's Student Information System.



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Build and foster strong, collaborative relationships with community members, including counsellors, Elders, and career coordinators, to support Indigenous student recruitment and enhance community engagement initiatives.

**Qualifications:**

- ▶ Post-secondary credential, Assiniboine College graduate preferred.
- ▶ Education and/or experience in marketing, business, communications or another 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

*This competition will remain open until the position is filled.*

*Discover full details about the position see the attached job description.*

**Why Join Us?**

**Working Together:**

Be part of a collaborative and inclusive environment that values teamwork and positive employee relations. Together, we paddle collectively toward our mission.

**Growing Together:**

We invest in our employees' future through succession planning, forward-looking recruitment, and supportive development programs. At least 4% of payroll is dedicated to staff and professional development.

**Forward Together:**

As we navigate rapid technological changes, we prioritize resilience and wellness among our faculty and staff, helping them become the leaders Manitoba

**Our Principles for Continued Success:**

- ▶ Creativity: We foster an environment that supports and unleashes the creativity of our faculty and staff.
- ▶ Collaboration: Teamwork, purposeful connections, and community building are critical to achieving our collective potential.
- ▶ Courage: Our faculty and staff embrace their roles as community leaders, boldly taking risks to build a strong future for Manitoba



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**Commitment to Diversity:**

Assiniboine College is committed to creating a barrier-free environment that emphasizes the value of diversity and promotes full participation. We welcome applications from all qualified candidates who are legally entitled to work in Canada, including indigenous peoples, persons of all abilities, members of visible minorities, all genders, and sexual orientations.

**How to Apply:**

*If you are interested in this career opportunity, please email your resume and cover letter with reference to this competition to [careers@assiniboine.net](mailto:careers@assiniboine.net). We thank all applicants for their interest; only those selected for further consideration will be contacted.*

*For accommodations or alternative formats, contact [careers@assiniboine.net](mailto:careers@assiniboine.net) or 204 725 8729.*

Assiniboine College is privileged to provide learning opportunities on the lands of the Dakota Oyate, Nakoda Oyate, Ininiwak, Nehethowak, Nehiyawak, Anishininewuk, Denesuline, Anishinaabeg, and the National Homeland of the Red River Métis.