



## POSITION DESCRIPTION

Position Title: Student Recruitment Specialist

Division: Recruitment and Career Services

Classification: Assistant Guidance Counsellor

Supervisor's Title: Manager, Recruitment

Staff Year No.:

### POSITION SUMMARY

Reporting to the Manager, Recruitment, the 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 Recruitment Specialist will work with all college departments 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.
- Work with the Manager, Recruitment & Career Services to determine appropriate recruitment methods to build awareness of Assiniboine College and target specific markets to achieve enrolment outcomes.
- Help plan and co-ordinate the development of advertising and promotional materials to build reputation and support recruitment and enrolment activities.

#### 2. Student Recruitment and Enrolment

- Develop and deliver presentations to high school students and counsellors, mature, aboriginal, international, newcomer, - and other workforce prospects within Assiniboine College's catchment areas.
- 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 and appropriate connections to future students – from generating leads to managing timely and custom contacts to application
- Advise prospective students, both at recruitment events and on campus about admission requirements, career outcomes, application procedures, financial assistance, and awards.
- Facilitate the college-wide on-campus recruitment events including "Spend a Day" program, campus tours, etc.

## **RESPONSIBILITIES AND ACCOUNTABILITIES**

- Follow up on inquiries and contacts after recruitment events by phone, mail or email.
- Generate social media content - work to build the AC voice on selected social media platforms. Take photos and videos, write messages, repurpose content, respond to comments, as appropriate
- Maintain and update presentation/s including online footage, mobile device presentations, print and visual aids, etc.
- Ensure the recruitment databases are maintained and appropriately used within the recruitment cycle
- Develop close working relationships with academic divisions, Enterprise, the Student Association, student advisors, alumni, the admissions/registrar's office, the President's office, etc. in order to accurately communicate the features and benefits of Assiniboine programs and services
- Establish working relationships/partnerships with Manitoba school counsellors, teachers and other organizations (community; business/industry; aboriginal) for the purpose of scheduling information sessions and increasing their awareness of Assiniboine College.
- Develop joint recruitment strategies with other post-secondary institutions in Manitoba to increase the number of students in the Manitoba system generally, but at Assiniboine specifically.
- Act as the Assiniboine College representative on the Manitoba Public Post Secondary Co-operative (MPPC) and ensure that the college meets its responsibilities in that cooperative.
- Help to recruit, train and co-ordinate Student Recruiters and Student and Alumni Ambassadors to participate in information sessions, presentations and career symposiums and tours.
- Advise students on their choice of career and Assiniboine programs

### **3. Event Planning**

- Co-ordinate special promotion events like Assiniboine College open houses and career symposiums.
- Co-ordinate college, school and program tours for potential students, counsellors and parents.
- Work with different areas of the college to plan and implement orientation events, career fairs, and other events for students.

### **Secondary:**

- Submit monthly activity reports.
- Participate in regular team planning meetings.
- Attend other meetings and events as required.
- Provide discussion papers, notes to file, reports and presentations as required.
- Assist in the development of annual recruitment and enrolment 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, he/she may coordinate the activities of summer students, student ambassadors or staff hired for special projects.

The Recruitment Specialist will work closely with the Communications Officer team leader within the Communications and Marketing unit

**KNOWLEDGE, SKILLS, ABILITIES, OTHER**

- Post-secondary credential, Assiniboine College graduate preferred.
- Education and/or experience in marketing preferred.
- Event planning and coordination experience is preferred
- Experience in MS Office, Power Point, Teams & Zoom
- Demonstrated ability to initiate projects and work independently
- Excellent public speaking, writing and interpersonal skills
- Ability to manage multiple projects simultaneously
- Proven organizational talent and initiative
- Demonstrated ability to develop strong working relationships with diverse groups of people

**OTHER COMMENTS**

A thorough knowledge of Assiniboine College is required, and being a graduate of Assiniboine will be an asset. As this position will involve interaction with many people in other divisions in the college, it is important that the person has teamwork abilities to enhance the image of the college amongst its potential student market.

The successful candidate must be able to accommodate a flexible schedule, as the position will involve at least eight to ten weeks of travel as well as evening and weekend work. A valid drivers' license is required.

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Employee's Signature

\_\_\_\_\_  
Date

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Supervisor's Signature

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Date