

Student Recruitment Officer

Date of Posting:
 Friday, March 24, 2017

Closing Date:
 Open until filled

Overview:

Reporting to the Strategic Initiatives Manager, the incumbent is responsible to implement a student recruitment program for all levels of Six Nations Polytechnic including full-time postsecondary programs, continuing education and preparatory programs.

The main objective of the Student Recruitment Officer is to market Six Nations Polytechnic and be an influential resource to attract students to Six Nations Polytechnic, maximizing enrolment for all Six Nations Polytechnic programs and courses in accordance with the Strategic Enrollment Plan and enhancing Six Nations Polytechnic's position within the Six Nations, City of Brantford and Brant and Haldimand/Norfolk county communities.

Responsibilities

The duties of this position will include, but are not limited to the following:

Recruitment and Liaison Activities

- Informing students on post-secondary and career options specific to Six Nations Polytechnic and our partners; delivers an off-campus recruitment and information program to promote Six Nations Polytechnic.
- Initiating and/or responding to requests from schools, community groups, and organizations, based on assigned lists, by calling to secure appointments, and organizing travel plans.
- Participating in school visits, parent/information nights, conducting campus tours, as well as education and career fairs within surrounding communities.
- Participating in the Aboriginal Post Secondary Information Program.

Marketing & Communications

- Establishing and maintaining lines of communication within the public and education sectors.
- Deliver multi-media presentations to promote Six Nations Polytechnic's services to external clients.
- Build and maintain relationships with schools and community organizations, using a combination of telephone calls, personal visits, email and social media channels in accordance with the SNP Marketing and Communications Plan.

Project and Event Management

- Support events planned and executed at Six Nations Polytechnic that support recruitment and student success.
- Participate in planning and implementing events with other provincial Recruitment Officers to maximize Six Nations Polytechnic's presence within the Post Secondary environment.

Qualifications

The successful applicant must have:

- A minimum of a three-year post-secondary education or equivalent in marketing and/or communications, media, business, or related field.
- A minimum of three years of experience in an educational, public relations, marketing, or public sector setting or equivalent.
- The incumbent must have a valid Driver's license – G class.
- Knowledge of MS Office in particular PowerPoint, Word and Excel.
- Experience with promotional activities.
- Experience and confidence in speaking to groups.
- Knowledge of the Aboriginal Post Secondary Information Program
- Willingness and availability to travel to recruitment events throughout Ontario.
- Willingness and availability to work flexible hours.
- Knowledge of elementary, secondary, and postsecondary and alternative education systems, educational equivalents, and
- Provincial and internal admissions systems for colleges and universities in Ontario.

Salary:

This full time position (37.5 hours/weekly) will be compensated at \$50,000-\$60,000 annually, dependent upon incumbent's combined qualifications and experience.

Application Procedure:

Applications will be accepted until the position is filled:

1. A **cover letter** outlining relevant experience and qualifications. Please reference areas identified within the contract posting (i.e. fields of demonstrated excellence).
2. A **curriculum vitae/resumé** outlining relevant experience, educational background
3. Names and contact information for **three professional, community, and/or academic references.**

Above application materials can be sent to the attention of:

Taina Lickers-Smith, A/ Strategic Initiatives Manager,

Email: taina.lickers-smith@snpolytechnic.com Please put "Student Recruitment Officer" in the subject line.

Or in a sealed envelope mailed or hand delivered, clearly marked "Student Recruitment Officer" to:

2160 Fourth Line Road,
PO Box 700
Ohsweken, Ontario
N0A 1M0