



Recruitment Coordinator

Field

Level 5

Last Reviewed: March 31, 2025

Position Summary

Reporting to the Manager of Marketing and Communications, the Recruitment Coordinator leads organizational efforts related to student recruitment, promotions and community involvement in an effort to increase brand awareness and student enrolments for Great Plains College.

The incumbent must maintain a professional relationship with a diverse group of individuals across the entire Great Plains College region, including students, prospective students, parents, secondary school personnel, businesses, community groups, Great Plains College staff, and the communities served by the college.

Duties and Responsibilities

- Develop and oversee recruitment and promotions initiatives and plans in collaboration with the Events Coordinator.
- Build cooperative working relationships with a wide range of staff, students and other stakeholders.
- Coordinate face-to-face opportunities for public relations, promotions and community involvement through career fairs, trade shows and community events.
- Order and manage merchandise, including oversight of the Swift Current Campus store.
- Monitor recruitment and merchandise budgets.

Recruitment

- Assist in developing and implementing approved new technology recruitment and student communication initiatives.
- Make recommendations on recruitment processes including student data management systems.
- Develop and deliver presentations to current students, prospective students, parents, other key influencers and influencing agencies, secondary school personnel and the general public.
- Liaise with other educational institutions and secondary school officials (principals, school division officials, counselors, and teachers) to coordinate high school visits inside and outside of the college region.
- Recruit, direct, train and mentor volunteers who assist in a variety of recruitment initiatives and events.
- Write and distribute targeted recruitment communications.
- Facilitate program specific information sessions to the public.
- Provide campus tours.
- Direct prospective students to the appropriate personnel regarding admission requirements, application procedures, award application procedures and registration procedures of the college.

Community Involvement

- Evaluate and assess opportunities to promote the college and enhance stakeholder relationships in the college's six regions.
- Attend community events and/or coordinate staffing as required.

Event Management

- Coordinate and manage recruitment events across the region.
- Assist with other college events as needed.

It is noted that the duties and responsibilities outlined above are representative, but not all-inclusive.

Knowledge, Skills, Abilities and Education

Candidates must be able to demonstrate:

- Effective interpersonal and communication skills including written, verbal and presentation
- A solid understanding of recruitment best practices
- Competency with community relations
- Skills in diplomacy
- An aptitude for preparing and delivering public presentations
- Ability to work well as part of team and take initiative
- Ability to relate well and build relationships with students, prospective students and other influencers of student enrolment choices
- Familiarity with PowerPoint, Word and Excel
- Excellent project management skills
- Valid driver's license (or equivalent) with an acceptable record; and a willingness to travel.

It would be an asset for candidates to have:

- Knowledge of Great Plains College including an understanding of the admission and award policies, application procedures, registration procedures, student services and facilities, and academic and varsity programs.
- Knowledge of emerging technologies impacting marketing and student recruitment.

Education

- A relevant two-year post-secondary diploma.

Experience

- Two years of experience in, marketing, communications, public relations, recruitment and/or event planning.

Travel

- Traveling and flexibility of hours are requirements of this position.
- Extensive travel (primarily in-province, but may involve out-of-province travel) and working on evenings and weekends are frequent occurrences.