



Recruitment and Events Assistant

Field

Level 4

Last Reviewed: April 1, 2017

Position Summary

Reporting to the Recruitment and Events Coordinator, the assistant delivers student recruitment presentations and provides information to potential students on behalf of Great Plains College. The incumbent is also responsible for assisting with college events and promotions.

Duties and Responsibilities

Recruitment

- Implement in-region and out-of-region recruitment initiatives, including coordination of recruitment events.
- 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 implement a variety of recruitment initiatives.
- Facilitate program-specific information sessions to the public.
- Provide campus tours.
- Distribute follow-up direct mail and other targeted recruitment letters and e-communications to prospects.
- Direct prospective students to the appropriate personnel regarding admission requirements, application procedures, award application procedures and registration procedures of the college.

Relationship Development

- Build cooperative, professional relationships with a diverse group of staff, students and other stakeholders.
- Collaborate with staff across the college region.
- Maintain a professional image and demeanor with all internal and external customers; including students, employees and the public.

Events

- Attend events and promotions as required.
- Assist with coordinating events and promotions.
- Support regional staff in the execution of events.
- Assist with public relations activities.

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

Knowledge, Skills, Abilities and Education

Candidates should be able to demonstrate:

- Effective interpersonal and communication skills including written, verbal and presentation
- A solid understanding of marketing and public relations
- Competency with media and community relations
- Skills in diplomacy
- An aptitude for preparing and delivering public presentations
- Ability to work well as part of team and take initiative
- Creative writing skills
- An ability to relate well to students, prospective students and other influencers of student enrollment choices
- Experience planning events
- Familiarity with PowerPoint, Word and Excel
- Valid driver's license 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 one-year post-secondary certificate in marketing, communications, public relations or business.

Experience

- Two years of experience in public speaking.

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.