

POSITION VACANCY
Student Recruitment Officer
Student Recruitment Office, Enrolment Services

Diversity, equity and inclusion are fundamental to our mission to educate students. We are committed to education that places strong emphasis on global citizenship, social justice and equity. We live this value through the strength and richness that diversity brings to our workforce and welcome contributors from equity groups including: Aboriginal Peoples, Visible Minorities, Persons with Disabilities, Lesbian Gay, Bisexual, Transgender and Queer persons.

Classification:	Full-time Support Staff
Salary Range:	\$34.01 - \$39.41 per hour (Payband I)
Location:	Progress Campus, travel required
Hours per week:	35 hours
Current Shift Schedule:	8:30 a.m. to 4:30 p.m. and Evening and Weekend hours

Position Summary:

The Student Recruitment Officer (SRO), under the direction of the Manager of Student Recruitment, has a primary function of promoting Centennial College to prospective students in secondary and post-secondary institutions; community, educational, and career organizations; business and industry; and relevant communities.

The incumbent is accountable for reaching out to, engaging with, responding to, and establishing positive communication and relationships with prospective students with the goal of increasing the quantity and quality of prospective leads and applicants into all Centennial programs, pathways, and delivery methods (e.g. Full-Time, Part-Time, etc). The SRO actively promotes, motivates, and encourages prospective students to connect with Centennial and attend on-campus events, tours, and activities.

The incumbent is accountable for identifying, engaging with, and establishing positive communication and relationships with prospective institutions and their staff and representatives with the goal to ensure that Centennial College is seen as the college of choice and information is available directly and indirectly to potential students who are in the process of making post-secondary educational decisions.

Utilizing supplied industry trends, College program offerings, enrolment patterns, and other relevant data, the incumbent positively influences diverse groups of potential students and other relevant audiences; acts as a public relations representative for Centennial in all assigned capacities; reconciles the needs of prospective students, guidance counsellors, teachers, parents, employers, and staff with student pathways, programs, and admission requirements and other Centennial offerings; assists in the planning and coordination of on campus events, tours, and programs to support enrolment targets; and assists with the development and implementation of marketing communication strategies promoting College programs to various audiences.

The incumbent is a significant contributor to the public image of Centennial throughout the province.

Responsibilities:

- Responsible for coordinating, participating in and implementing recruitment initiatives for Centennial College, which includes presenting to large scale groups
- Develop and maintain ongoing relationships with public and private secondary schools, their guidance personnel, department heads, students, parents and the general community (agencies, adult learning centers and job fairs) with a focus on encouraging potential applicants to attend Centennial College
- Assists with coordination of the OCIF (Ontario College Information Fair) and CIP (College Information Program) and participate on behalf of Centennial College
- Develops a prioritized list of schools that are to be visited each year; determine overall logistics, requirements to deliver on a successful student recruitment program and provide advice and consultation to students to facilitate ease of decision making and enrolment in Centennial College
- Establish connections with key partners and influencers in high schools (guidance personnel, teachers) and agencies (employment counsellors, language teachers) to stay abreast of trends, issues, and to ensure Centennial's positive image and presence is firmly established in source institutions
- Advises schools, potential students and their influencers of Centennial College programs, services, articulation agreements and opportunities, policies and procedures
- Provide input into the development of all specific presentation packages to meet the needs of the multiple range of audiences that Centennial Recruitment addresses
- Assists with the preparation of materials and coordination of logistics for on and off campus events including but limited to room set-ups, hospitality requests, transportation for delivery of event supplies, audio visual requirements
- Plan and coordinate college panel events and degree panel events, which involves promotion to guidance personnel and persuading them of the benefit to their student community
- Plan, develop and implement a variety of special events both on- and off-campus related to student recruitment and communications
- Extensive travel within the province of Ontario is required to deliver on student recruitment initiatives

Qualifications/Experience

- 3 year diploma or equivalent in Business, Marketing, Events Management, Public Relations, Communications or a related field or equivalent combination of education and related practical experience
- A minimum of two (2) years of experience with student recruitment and/or education/career pathway advising, preferably within a post-secondary setting; or experience with sales and/or marketing within a post-secondary setting.
- Must possess a valid G level driver's license and access to a reliable vehicle.
- Demonstrated experience developing and delivering multimedia presentations to large groups.
- Demonstrated experience with the planning, delivery and support of large-scale events and experience coordinating volunteers during events.

- Demonstrates the ability to communicate, develop rapport and form productive customer sales relationships with a wide variety of potential prospects and their families and representatives in culturally diverse environments, as well as communicate effectively in a variety of media.
- Excellent customer service, sales, interpersonal and organizational skills are required.
- Demonstrated organization skills.
- The ability to work independently, to establish and meet priorities and exercise good judgement.
- Experience with data collection and working with databases or Customer Service Management tools
- Experience and understanding into the diverse needs of post-secondary students with a focus on what engages and appeals to students.
- A thorough understanding of all levels of the provincial education system, current issues and related trends and legislation at the provincial and Ministry level through to boards of education as required.

Apply online: www.centennialcollege.ca/careers

"Proof of credentials or equivalencies from accredited regional or federal post secondary institutions and/or their foreign equivalents will be required at the time of job offer."

When applying, your cover letter and résumé must include examples that reflect all of the requested skills and qualifications and must be **submitted online by February 17, 2020 at 4:30 PM. Please quote Competition #19-S-200** Misrepresentation of applicant information will be grounds for your exclusion from the competition or for dismissal should you subsequently be hired for the position. We regret we cannot accept phone calls. We wish to thank all applicants for their interest and advise that only those selected for an interview will be contacted.

We are committed to providing persons with disabilities equal opportunities regarding all employment activities, including access to jobs and accommodations during employment as required, in accordance with the Ontario Human Rights Code (OHRC).

COMPETITION #19-S-200

POSTING DATE: February 3, 2020

EXPIRY DATE: February 17, 2020