

POSTING NOTICE

COMPETITION #: SC-134-2425

POSTING DATE: June 23, 2025

CLOSING DATE: July 3, 2025

CLOSING TIME: 12:00 PM

POSTED: INTERNAL/EXTERNAL

POSITION TITLE: Coordinator, Recruitment & Engagement

CLASSIFICATION: Field

SALARY: Level 6, Non-Instructional Salary Grid

LOCATION: Yorkton, SK (Main Campus)

START DATE: As soon as possible

HOURS OF WORK: 1950 hours (37.5 hours per week)

STATUS: Permanent / Full-Time

IMMEDIATE SUPERVISOR: Jenna Niebergall, Manager, Public Relations & Marketing

Applications including Resume & Cover Letter to humanresources@suncrestcollege.ca

POSITION SUMMARY:

The Coordinator, Recruitment & Engagement is primarily responsible for domestic student recruitment and supporting overall student engagement. This position will assess, organize, and implement college-wide recruitment efforts, with a specific focus on social media marketing, relationship-building with targeted high schools, and the coordination of recruitment and engagement events. The Coordinator will manage prospective student data, contribute to the development and implementation of marketing materials and campaigns, and work closely with internal departments to encourage participation in promotional and student-focused initiatives. The role also includes contributing to scholarship campaigns, public relations efforts, and the College's social media content strategy.

JOB DUTIES AND RESPONSIBILITIES:

1. Student Recruitment

- Prepare and implement a College wide domestic Student Recruitment strategy that aligns with the College Strategic Plan and Marketing Plan.
- Lead and coordinate general on and off campus recruitment activities throughout the year, geared to a multitude of target audiences in order to serve all College programs.
- As part of the Marketing team, assist with the development and implementation of program specific marketing materials to ensure the design of effective recruitment strategies for all college programs.
- Develop and maintain relationships with city, rural and Indigenous schools, businesses, and community groups with respect to student recruitment.
- Represent the College at general student employment job fairs, post-secondary recruitment functions, and various other recruiting related opportunities.
- Develop and deliver presentations to various target audiences, in conjunction with College marketing plans to promote the College and promote student recruitment.
- Conduct market research, collect and analyze data on student demographics, preferences, needs, and habits to identify potential markets and factors affecting student demand.

- Develop recruitment initiatives based on market research findings that will enhance the promotion of the College.
- Assist social media marketing and recruitment activities targeted to attract students.
- Develop a strategy to empower and communicate the requirement for all program areas to support and participate in providing social media content.
- Maintain records, reports and statistical data as required related to recruitment initiatives.
- To meet recruitment targets, implement actions and strategies to ensure conversion rates from application to enrolment are maximized, ensuring recruitment is ongoing and flexible.
- Assist in the development of an annual recruitment calendar.

2. Social Media

- Collaborate with the Marketing team to create and schedule engaging social media content that supports recruitment, public relations, and student engagement goals.
- Develop a consistent content calendar that reflects College events, program highlights, student success stories, and community involvement.
- Capture and curate photos, videos, and stories from events and campus life to enhance the College's online presence.
- Monitor social media trends and analytics to inform future content strategies and improve audience engagement.
- Work with program areas and departments to identify and gather relevant content for social media platforms.
- Ensure content aligns with the College's brand voice, messaging, and visual standards.
- Assist with responding to social media inquiries and comments in a professional and timely manner.
- Contribute to the overall College marketing plans that promote the College as a provider of quality education and training programs.
- As part of the Marketing team, manage, promote and or organize the College presence at community events intended to enhance public image of the College or where student recruitment or alumni engagement is the primary purpose.
- Ensure significant recruitment events are promoted as required.
- Participate on scholarship and bursary committee meetings, setting campaign plan, objectives, criteria, and priorities.
- Participate in developing marketing and communication material for scholarship campaigns.
- Assist with Scholarship events as required.
- Act as Graduation Committee member.

3. Public Relations

- Liaise with external agencies, partners, stakeholders, and represent the College on committees as assigned.
- Contribute to the overall College marketing plans that promote the College as a provider of quality education and training programs.
- As part of the Marketing team, manage, promote and or organize the College presence at community events intended to enhance public image of the College or where student recruitment or alumni engagement is the primary purpose.
- Ensure significant recruitment events are promoted as required.
- Participate on scholarship and bursary committee meetings, setting campaign plan, objectives, criteria, and priorities.
- Participate in developing marketing and communication material for scholarship campaigns.
- Assist with Scholarship events as required.
- Act as Graduation Committee member.

4. Student Engagement

- Work closely with Learner Services team on how they will support implementation of student engagement strategies.

- Lead and coordinate opportunities for student involvement in events and activities such as parades, career fairs, sponsorship opportunities, graduation, etc.
- Manage and organize the College presence at community events where student recruitment or alumni engagement is the primary purpose (i.e. Career Explorations)
- Ensure significant events are promoted as required.

5. Additional Duties

- This position will be required to travel frequently; most travel is within the geographical area, with few overnight stays necessary.
- Other duties as assigned.

QUALIFICATIONS:

1. Education & Experience

- The minimum educational qualification for this position is a two-year post-secondary education. This education would provide knowledge and specialized skills in marketing and public relations, and of the post-secondary education system.
- The minimum amount of practical, related experience required to perform the duties of this position is two years of recent, relevant work experience. The experience demonstrated will include experience in promotions, marketing, communications, recruiting, and also in working with people.
- Demonstrated experience working in a cross-cultural environment.

2. Knowledge, Skills & Abilities

- Excellent interpersonal and communication skills, including written, verbal, presentation, and public relations.
- Strong understanding of marketing, recruitment, and communications strategies, particularly within a post-secondary or public-sector environment.
- Demonstrated experience with social media platforms and tools (e.g., Facebook, Instagram, X/Twitter, TikTok, YouTube, LinkedIn), including content creation, audience engagement, and basic analytics.
- Experience capturing and curating engaging digital content (photos, video, testimonials) to support recruitment and student engagement initiatives.
- Demonstrated computer graphic design skills with proficiency in programs such as Adobe Creative Suite (InDesign, Illustrator, Photoshop), Canva, or Corel.
- Strong creative writing skills, with the ability to write for a range of audiences and formats (e.g., promotional materials, social media, scripts, presentations).
- Proven ability to take initiative, think creatively, and implement innovative recruitment and engagement strategies.
- Demonstrated ability to coordinate, plan, and lead events or activities involving multiple stakeholders.
- Ability to build and maintain effective relationships with students, school staff, community members, and internal teams.
- Demonstrated skill in diplomacy and tact when communicating with diverse audiences.
- Ability to work independently and collaboratively in a fast-paced, team-oriented environment.
- Strong organizational skills, including time management, multitasking, and maintaining accurate records.
- Knowledge of emerging digital marketing technologies and tools.
- Willingness and ability to travel extensively, including occasional overnight stays.
- Adaptability and resilience in managing changing priorities and responding to evolving recruitment trends.

3. Other Requirements

- Valid Driver's license is required.
- Satisfactory Criminal Record Check Required