Marketing, Recruitment, and Outreach Officer

Renison University College, affiliated with the University of Waterloo, acknowledges that we live and work on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. Renison is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometres on either side of the Grand River.

Renison invites applications for the full-time, 11.5-month contract position of Marketing, Recruitment, and Outreach Officer.

Objectives: The Marketing, Recruitment and Outreach Officer develops and implements an integrated marketing, recruitment, and communications plan for undergraduate, graduate and non-credit programs at Renison University College. The position is responsible for coordinating, planning, and executing national recruitment and outreach initiatives that accurately represent various programs, services, and facilities at Renison University College, and align with the college’s mission, reputation, and achievement of enrolment management and revenue goals. The incumbent will represent Renison in a manner consistent with the values, goals, and strategic directions of organization.

Qualifications:

- Undergraduate degree, preferably in marketing
- 1 to 2 years of experience in a not-for-profit marketing and/or communications role, preferably in an educational setting
- Knowledge of student recruitment, marketing and enrolment management principles as defined by industry enrolment management experts and understanding of marketing and communication strategies for students based on awareness of the motivations of young people and their parents with respect to post-secondary studies.
- Solid understanding of and experience with quantitative and qualitative research coupled with proven ability to assess findings to make informed recommendations.
- Demonstrated ability to develop and deliver informational and engaging presentations.
- Proven superior attention to detail, and accurate work.
- Excellent written and oral communication skills, including a solid understanding of English grammar, a demonstrated successful track record in promotional writing focused at a student audience, and extensive experience writing content with the purpose of communicating a brand or message.
- Demonstrated aptitude for and success in solving problems.
- Highly adaptable, with strong organizational skills, a commitment to continuous improvement, and the ability to coordinate multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Strong computer skills, advanced knowledge of Windows, Microsoft Office Suite; knowledge of social media platforms.

To Apply

Upload your application package (including resume and cover letter) to Interfolio by Sunday December 5, 2021 (11:59pm EST).

Renison University College respects, appreciates, and actively encourages diversity. As part of Renison’s commitment to equity within the College, we welcome and encourage applications from all qualified individuals with diverse experiences based on race, ethnic origin, religion, age, colour, gender identity and expression, sexual orientation, ability or disability, including women, 2SLGBTQ+, Indigenous Peoples, and other visible minorities. While all qualified candidates are encouraged to apply, Canadian citizens and permanent residents will be given priority. Renison is committed to accessibility for persons with disabilities. Accommodations are available upon request for candidates participating in all parts of the hiring process. Please contact a member of Renison’s Human Resources department with accommodation requests. Please note that only applicants selected for an interview will be contacted.

References will be solicited at a later stage in the process as needed. The successful candidate will be asked for consent to have an educational and criminal records verification completed, as needed. The criminal records verification provides an indication of the existence of adult criminal convictions, for which a record suspension has not been granted, within the RCMP National Repository of Criminal Records.

A full job description is available upon request by contacting Tegan Preston at tegan.preston@uwaterloo.ca.