

Student Recruitment & Admissions Liaison Officer JOB POSTING

SUPERVISOR'S TITLE: Executive Director
OF DIRECT REPORTS & POSITION TITLES: 0

Background

Stratford Chefs School (SCS) is one of Canada's leading entrepreneurial-based culinary programs aimed at training future chefs. The Student Recruitment & Admissions Liaison is charged with leading the recruitment efforts and the role is foundational in delivering results and the success of the School. The successful candidate should have strong sales acumen and be a motivated, socially adept and skilled networker. The Liaison role will:

- Be the knowledge expert and champion of SCS programs.
- Meet annual student recruitment budget targets, e.g., recruit required number of students into the 2-year program, and grow the proportion of students in the 16-week summer program.
- Continually identify and execute on strategic opportunities for enhancing and growing recruitment efforts.

DUTIES / RESPONSIBILITIES

1. Propose annual admissions targets, and meet monthly/annual admissions targets.
2. Review and analyse key performance indicators for targets, trends, and tolerance levels.
3. Propose promotional materials for approval; oversee and work with administrative staff on the production and circulation of marketing materials.
4. Identify creative marketing and sales strategies and tactics to target, reach, and 'close the sale' with potential students.
5. Identify and monitor the most effective recruiting sources/opportunities for future students.
6. Develop and deliver impactful recruiting presentations and marketing content, and actively network at outreach events and activities to attract and convert new students.
7. Proactively reach out to prospective students, schools, and organizations to promote the unique opportunities and career potential available to SCS graduates
8. Field incoming calls showing interest in SCS programs, with goal of attracting and moving potential students through the sales funnel.
9. Provide information and advice to prospective students and their families.
10. Develop, coordinate, and execute high impact campus tours for prospective students/groups, including 'student for a day' programs, aimed at sparking passion for cooking and selling the unique attributes of SCS.
11. Drive and execute the prospective student interview process, identify and extend offers of admission (and conditional offers of admission) to suitable candidates.

ATTRIBUTES, KNOWLEDGE & SKILL

- Results-oriented, self-motivated, accountable, and efficient; a communicator and team player; analytic mindset and a problem solver; thorough / detail oriented
1. **Industry Knowledge:** keen understanding of what it takes to succeed in the hospitality industry, and a passion for culinary arts and education; strong industry contacts would be of benefit
 2. **Marketing & Sales:** strong working knowledge of key marketing and communications tools, including print, digital marketing and social media; general understanding of the sales process, including the presentation of clear, articulate proposals and the steps required to bring prospective students to successful enrolment.
 3. **Communication:** enthusiastic, confident and persuasive verbal and written communication skills, including public speaking, presentations to large groups and networking.
 4. **Relationship Builder and Networking:** excellent interpersonal, EQ and empathetic listening skills; strong ability to identify and develop networks.
 5. **Reporting:** the ability to associate, assemble and analyze relevant data and success factors in the production of status and progress reports for management.
 6. **Planning and Organization:** ability to prioritize and multi-task, and work independently with minimal supervision.
 7. **Analysis, Problem Solving and Decision Making:** able to quickly common sense in problem-solving situations, in a timely manner.
 8. **Flexibility:** role requires some travel and irregular hours of work
 9. **Computer skills:** MS Office applications

WORKING ENVIRONMENT: Hybrid home/office environment. Travel, offsite presentations, events, and activities.