

## Job Description

March 2019

Position Details

Job Title	Regional Recruitment Adviser – North and East
Department	Education
Line Manager Job Title	Manager - Education Client Engagement

### Job Purpose

Sannam S4 is seeking to appoint an ambitious, hardworking, team player for the post of Regional Recruitment Adviser – North and East for Sheridan. The successful candidate will be a part of Sannam S4's Education Team and will support the Institution in its recruitment activities in North and East India. The candidate should have excellent organizational and interpersonal skills and should have the ability to build effective working relationships with a range of stakeholders in the education sector. Since the candidate will work alongside the team based in India, he/she must be a team player.

As the candidate will be working remotely with University, staff and advisers across countries, he/she should be highly organized, self-motivated and comfortable working with differences in time zones. This role will require the candidate to spend considerable time travelling to cities within India and to the Institution, therefore, he/she is expected to be flexible to work during weekends and evenings, as required.

The candidate will be based in New Delhi.

### Main Responsibilities

1.	Reflect the missions and values of the institution while conducting activities on behalf of the institution.
2.	Must be knowledgeable in admission requirements, scholarship programs, fees, student services at the institution and updated with recent visa requirements and the visa application procedure for Canada.
3.	Will not provide prospective students with immigration representation or advice where not authorized to do so under the Canadian Immigration and Refugee Protection Act, but where appropriate (i) provide prospective students with contact information for the appropriate (local) visa application centre that is an authorized service provider for Citizenship and Immigration Canada (CIC) and (ii) direct prospective students to the information about 'representatives' on the CIC webpage.
4.	Undertake periodic training and professional development to ensure knowledge is updated.
5.	Assist with implementing the Institutions promotional activities in India, including seeking out suitable new opportunities.

### Recruitment & Marketing activities

1.	Attend education fairs and recruitment events to meet and advise prospective students and offer-holders on a range of matters including courses, entry requirements and application processes.
2.	Support recruitment-focused events like offer-holder briefings and pre-departure events by booking venue(s), sending invitations, calling for confirmations, assist in running national competitions, coordinating exchange programs etc.
3.	Conduct presentations at high schools, conferences and other venues to share about the opportunities at the Institution.
4.	Follow up with students met during the recruitment activities.
5.	Oversee merchandise and collateral requirements for marketing activities.

### Agent Relationships

1.	Participating in fairs conducted by stakeholders for recruitment purposes.
2.	Visit agent offices for training staff and holding student interviews.
3.	Administrative tasks like handling and dispatching promotional materials to all agent partners prior to events, maintaining records of interaction with agents.
4.	Assisting in building working relationships with recruitment agents, and liaising with existing agents on a regular basis.
5.	Conduct agent counsellor training sessions. (virtual and in-house)

### Student Support

1.	Maintain excellent 'customer service' by answering all enquiries from prospective students and parents.
2.	Collect accurate enquiry details and share comprehensible documents with the Institution.
3.	Use sound judgement to counsel the student.
4.	Advising prospective students and offer-holders on a range of matters including courses, entry requirements and application processes.
5.	Establish the alumni network and run regular alumni meetings.

### Additional Support

1.	Support and interact with the Institution staff during their India visit(s), as requested.
2.	Be responsible for booking travel requirements in line with set budgets.
3.	Initiate and assist in the development of programs and promotional materials for the Indian market. Translation of documents will be required. Writes newsletters, correspondence and other materials as required.
4.	Share timely reports on activities conducted.
5.	Have a strong event management background and have excellent negotiation skills to independently plan, execute, and coordinate upcoming events for Sheridan.

Any other duties as directed, commensurate with the scope and classification of the position.

## Personal Specification

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## Person Requirements

Job Requirements	Assessment Criteria			
	(E)ssential (D)esirable	(A)pplication	(I)nterview	(T)est or (P)resentation
<b>QUALIFICATIONS &amp; TRAINING</b>				
Educated to degree level or equivalent.	E			
Relevant postgraduate or professional qualification, preferably a degree in Business or Marketing.	D			
<b>EXPERIENCE</b>				
Exposure to working with senior management levels within foreign organizations.	E			
Overseas study or living experience and well-developed knowledge of the education systems of India and Canada.	D			
Prior experience working in the education sector for 5 years (preferably in student recruitment, marketing, administrative or managerial role).	D			
Willingness to work, on occasion, outside usual office hours and to travel and spend periods away from home as required.	E			
<b>KNOWLEDGE, SKILLS &amp; COMPETENCIES</b>				
Ability to work under pressure; to build relationships and influence across all levels of organizations (internally and externally).	E			



Strong planning ability around developing and implementing strategic and tactical plans.	E			
Good interpersonal skills including networking and relationship management.	E			
Excellent written and oral communication skills with high attention to detail.	E			
Experience using social media as a marketing tool.	D			
IT literacy and conversant with Microsoft Office: Outlook, Word, Excel and PowerPoint.	E			
Must be a fluent English and Punjabi speaker.	E			
<b>GENERAL ATTRIBUTES &amp; PERSONAL QUALITIES</b>				
Collaborative working style to strive towards goal.	E			
Pleasing telephone manners to assist in tele-calling.	D			
<b>OTHER / SPECIAL REQUIREMENTS</b>				
Flexible, committed and driven.	E			
Clean records.	E			
Legal right to work in India on full-time basis.	E			