



# CAREER OPPORTUNITY

INTERNAL / EXTERNAL

**Classification:** Field, Level 5  
**Location:** Meadow Lake Campus

**Title:** Student Recruitment Officer  
**Competition #:** 38-ML-2526

**Date Posted:** June 16, 2025  
**Start Date:** July 2, 2025  
Full-Time, Permanent

**Closing Date:** June 25, 2025 at noon  
**Salary Range:** As per the Collective Agreement Appendix A

The commencement of this position is subject to funding decisions, which are beyond the control of North West College, and therefore subject to change. This is an in-scope position. Internal applications from NWC staff with seniority will be considered prior to outside applicants.

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## Main Responsibilities:

The Student Recruitment Officer supports all functions of student recruitment under the supervision of the Marketing & Communications Coordinator. The Student Recruitment Officer will assist in the development of, and implement an effective recruitment strategy. As the lead for direct student recruitment, the Student Recruitment Officer provides information about programs, services and careers to identified target markets for the purpose of generating inquiries and applications to North West College. This position will also support the function of student ceremonies and student recognition. This position is responsible for:

- Develops and implements processes to effectively recruit students consistent with College goals and objectives.
- Acts as an ambassador, representing the College to potential students and the public.
- Presents a professional image for the College. This is demonstrated in personal behaviours and in material produced for student recruitment, ceremonies and student recognition purposes.
- Develops and maintains positive and effective working relationships with high school counselors, post-secondary counselors on first nations, and other post-secondary institutions to ensure student recruitment efforts are maximized through effective promotion of College programs and services.
- Ensures the College's recruitment and event initiatives, in collaboration with marketing, are kept current and appeal to target markets.
- Recommends new and innovative approaches to maximize College recruitment resources.
- Develops and implements approaches to effectively obtain and assess feedback on recruitment initiatives.
- Liaise with College staff to ensure requests for information, received through recruitment efforts are satisfied.
- Responsible to keep current on local, regional and provincial labour market employer needs and communicating needs to appropriate College staff and potential students.
- Prepares and assists students looking for both paid employment and work integrated learning opportunities.
- Assists in connecting with past students to enable future recruiting opportunities as well as general follow up.
- Utilize social media platforms to assist in recruitment through inquiries and campaigns.
- Performs other responsibilities as may be assigned to contribute to the success of student learning, workforce exposure activities and a positive participation experience.
- Travel will be required. Evenings, weekends and some overnight stays will be required.

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## Qualifications, Skills, Abilities and Experience:

- A diploma from a recognized post-secondary institution.
- One year of experience that would demonstrate project management and negotiation skills.
- A combination of relevant post-secondary education, training and experience may be considered.
- Understanding of and capacity to implement sound, effective recruitment concepts.
- Demonstrated ability to connect with and engage a diverse audiences.
- Demonstrated creativity in presentations and/or event planning.
- Superior written communication skills and effective public relations and public speaking.
- Demonstrated ability to facilitate groups with differing opinions, experience and backgrounds.
- Superior organizational and time management skills.
- Demonstrated competence and recent experience in the use of technology such as Zoom, Microsoft Office Suite, Outlook, Internet and Social Media platforms, with the ability to learn and adapt to changing technology.
- Demonstrated ability to facilitate groups with differing opinions, experience and backgrounds.
- Ability to maintain and portray a student friendly approach to service.

- Demonstrated skills in collaborative problem solving, analysis, and leadership.
- Demonstrated team building skills, the ability to work in a collaborative team setting, and maintain a respectful workplace.
- Ability to establish and maintain a network of community contacts and partnerships.
- Ability to develop, deliver and evaluate workshops and provide individual employability counseling to enable students to develop and improve their employability.
- Ability to research, analyze and assess information to develop and prepare reports, proposals, recommendations and items for decision.
- Critical thinking skills.
- Must have a valid driver's license.
- Ability to lift and carry supplies and equipment for career fairs and presentations. The supplies and equipment weigh approximately 25 lbs.
- A recent satisfactory Criminal Record Check is a requirement of the College.

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If you are interested in this position with the College, please complete an application for Employment. The application is located on the website at [www.northwestcollege.ca](http://www.northwestcollege.ca). Please provide a letter to Human Resources outlining how you meet the qualifications, knowledge, education and skills as identified in the posting.

**Submit Applications to:**

Human Resources  
North West College  
10702 Diefenbaker Drive  
North Battleford SK S9A 4A8  
Fax:306.445.2254

**Please Quote Competition #38-ML-2526**

**NWC thanks all those who applied however only those selected for an interview will be contacted.**

Email: [nwrccareers@northwestcollege.ca](mailto:nwrccareers@northwestcollege.ca)