

Marketing and Recruitment Coordinator – New York Institute of Technology - Vancouver Campus

New York Institute of Technology (NYIT) is a non-profit independent, private institution of higher education with more than 10,000 students worldwide. NYIT Vancouver is one of 3 global campuses that provide career-oriented professional education that prepare students for some of the most in-demand careers in today's global economy.

New York Institute of Technology (NYIT-Vancouver) is seeking a Marketing and Recruiting Coordinator. Reporting to and working closely with the Director of Marketing and Recruitment for the Vancouver Campus of NYIT the Marketing and Recruitment Coordinator will recruit students in Canada and overseas, with an emphasis on students from South-east Asia, Africa, Central Asia, Eastern Europe. The Coordinator also assists with the servicing of agents in NYIT's agent network. The Coordinator will also develop her/his own network of agents in areas that will be new targets for NYIT Vancouver.

Specific Duties and Responsibilities:

- Act as the principal contact for marketing and recruitment of students primarily from South-east Asia, Africa, Central Asia, Eastern Europe.
- Assist with marketing and recruitment in other markets such as Latin America as needed.
- Develop and maintain relationships primarily with education consultants (agents), including
 - Attend and represent NYIT-Vancouver at overseas fairs and local education fairs.
 - preparing agency contracts for approval
 - agency performance reviews and contract renewals
 - conducting information sessions in agents' offices
 - meeting with students they refer to NYIT – locally and overseas
 - ensuring timely payment of commissions
 - Acting as a back-up for the Director in recruiting students and other activities as assigned.
 - Assisting with advertising campaigns in specific markets.
 - Convert leads to actual students to meet targets established annually.
 - Follow up with new applications and assist admissions office in initial admissions process.
 - Other duties as needed.
 - May have to work on holidays and weekends as needed.

Required Qualifications

- Complete fluency in English.
- Bachelor's degree (minimum), preferably from North America.
- Excellent interpersonal skills and proven record of being able to work well and tactfully with others; ability to work with all departments, in Vancouver and in New York
- Preferably have a minimum 2 year's marketing and recruitment experience in educational setting.

Preferred Additional Qualifications

- Working knowledge of other languages
- Knowledge of the post-secondary education systems of Canada and other countries – ability to evaluate student transcripts from those countries.

Type of job: Full time with available benefits

Please forward your resumes to: scheema@nyit.edu