

Position: Student Recruitment Officer
Reports to: Manager, Student Recruitment
Contract type: Regular; Full Time

The Chartered Professional Accountants of British Columbia (CPABC) is seeking a dynamic, results-driven and collaborative individual with excellent organizational, interpersonal, and customer service skills for the position of Student Recruitment Officer. We are proudly recognized as one of BC's Top Employers for 2021. Come join a collaborative network of like-minded professionals and take the first step towards an exciting opportunity by applying to the position.

Job Summary

As a key member of the Student Recruitment and Employer Relations department, you will promote the CPA brand while articulating the value proposition of a career transition and pathways into the CPA profession. Your primary focus will be to develop and execute the high school recruitment plan to source, attract and support individuals from this target market, including but not limited to indigenous and internationally-educated youth.

In a matrix and highly collaborative team environment, you will also contribute to the team's overall objectives by integrating all recruitment activities within your assigned area(s) of the Lower Mainland, Okanagan and Kootenay regions. Your regional stakeholders and markets include high school (HS), post-secondary institutions (PSI) and small, medium-sized employers (SME). Up to 30% travel will be required.

Key Responsibilities:

Business Development & Relationship/Contact Management (40%)

- Develop, strengthen and maintain relationships with all stakeholder groups, including:
 - High school and post-secondary faculty, career centres, co-op and student groups;
 - Regional employers, public practice firms and approved training offices;
 - CPABC Chapter leaders and members;
- Manage the High School Ambassador and Teacher Colleague Programs;
- Manage the relationships with Student Accounting Clubs and Campus Ambassadors of post-secondary schools within your portfolio;
- Assist the Manager, Employer Relations with the creation, implementation and execution of the Employer Relations strategy in your assigned region;
- Promote our programs and pathways, including:
 - CPA Professional Education Program (PEP);
 - CPA CareerConnect;
 - Experience Verification Route (EVR) and Pre-Approved Program Route (PPR);
- Generate excitement surrounding the CPA brand, programs and pathways while executing on the corresponding recruitment strategies.

Recruitment & Events Management (35%)

- Ensure that all recruitment activities articulate the value of the CPA designation and reflect current trends in recruitment and employer relations practices;
- Implement and execute the recruitment strategy in your specified markets, including organizing events, offering information sessions, and undertaking sponsorship activities;
- Develop promotion plans to increase engagement and achieve market growth targets through education sessions, networking, and collaborating with multiple stakeholder groups;
- Identify potential future candidates for the CPA program and build and manage ongoing relationships utilizing databases and personal marketing.

Communications (15%)

- Create and manage professional recruitment communications, including e-newsletters;



- Develop a consistent communications and business development process for your region to increase overall engagement within your markets.

Budgeting & Reporting (10%)

- Track and report key performance metrics for all high school activities and post-secondary activities in your assigned regions;
- Manage and assess the return on investment of HS and PSI sponsorships, initiatives and events, including reporting on a regular basis;
- Other duties and responsibilities as assigned from time to time.

Key Requirements:

- Bachelor's Degree in Business, Marketing, Human Resources, or equivalent experience;
- One (1) to three (3) years of experience in student or campus recruitment, student services or other equivalent role required;
- Excellent interpersonal, communication and presentation skills, both verbally and written;
- Exceptional contact management skills with a proven ability to build new and maintain existing relationships;
- Experience managing events and crafting messaging that aligns to a corporate brand;
- Effective research skills, with an ability to compile data and communicate the story behind the research findings;
- Ability to work collaboratively as a key member of a team and independently with minimum supervision;
- Previous experience working in a fast-paced, business development environment;
- Proven ability to prioritize competing requirements and deadlines under pressure;
- Attending and/or hosting of some evening and occasional weekend events is required and is compensated;
- Ability to travel within British Columbia up to 30% of the time;
- Valid BC Driver's License required;
- Previous experience working Customer Relationship Management (CRM) software is preferred, but not essential.

If this job outline describes you, please email your **résumé** and **cover letter** with **salary expectations** to HRCPABC@bccpa.ca by **Sunday, October 3, 2021**. We thank in advance all candidates who respond; however, only those selected for interviews will be contacted.

Why join our team? CPABC offers an entrepreneurial environment with a competitive compensation package. At CPABC we live our core values:

- *We Are Open*
- *We Work Together*
- *We Communicate*
- *We Improve Every Day*
- *We Are Professional*
- *We Laugh and Celebrate*

About CPABC

The Chartered Professional Accountants of British Columbia (CPABC) is the training, governing, and regulatory body for over 38,000 CPA members and 6,000 CPA students. CPABC carries out its primary mission to protect the public by enforcing the highest professional and ethical standards and contributing to the advancement of public policy. CPAs are recognized internationally for bringing superior financial expertise, strategic thinking, business insight, and leadership to organizations. CPABC was presented with a BC Top Employer award for 2020 and 2021.