

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

The Chartered Professional Accountants of British Columbia (CPABC) is seeking a results-driven individual with excellent organizational, interpersonal and communication skills for the position of Senior Student Recruitment Officer. 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

Working closely with the Student Recruitment team, the Senior Student Recruitment Officer will assist with the creation, implementation and execution of the student recruitment strategy for post-secondary institutions (PSIs). Key to this role is ensuring the key stakeholders in the post-secondary target market understand and embrace the value proposition of the CPA brand and pathways, as well as the corresponding strategies. The incumbent will primarily contribute to the integration of PSI activities in the Lower Mainland and Southern Vancouver Island. Recruitment activities in other areas of the province may be required.

Key Responsibilities:

- Develop promotion plans to achieve growth from the PSI markets.
- Identify potential future candidates for the CPA program and build ongoing relationships with them through databases and personal marketing.
- Increase engagement of post-secondary students with the profession.
- Track and report key performance metrics for the post-secondary market.
- Ensure that post-secondary activities articulate the value of the CPA designation and are timely, measurable, on-budget, and are up-to-date with current trends in recruitment and employer relations practices.
- Maintain relationships with public practice firms and approved training offices for direct PSI recruitment.
- Implement and execute the recruitment strategy in the specified markets, including organizing events, offering information sessions, and undertaking sponsorships.
- Strengthen relationships with faculty, career centre, co-op and student groups, including management of the BCACC (BC Accounting Clubs) and CPA Campus Ambassadors Program.
- Develop and strengthen relationships with CPA members and Chapters to grow member volunteer pool
- Manage and assess the return on investment of PSI sponsorships, initiatives and events, reporting on a regular basis.
- Manage and create professional recruitment communications including e-newsletters for prospective candidates.
- Develop a consistent communications and business development process to maintain and grow the Career Connect program for PSI students, and increase overall engagement with PSI students.
- Provides recruitment support for workforce market activities as needed.
- Support the development and execution of CPA's firm recruitment strategy, negotiating recruitment guidelines with the firms and careers centres, as needed.
- Other ad hoc duties, as assigned.

Key Requirements:

- Bachelor's Degree in Marketing, Human Resources, or another related discipline.
- 2 to 5 years' experience in campus recruitment, or equivalent role.
- Previous experience working in a fast-paced environment.



- Previous experience creating marketing materials is an asset.
- Previous experience coordinating and communicating with senior level professionals.
- Excellent written and verbal communication skills.
- Strong customer service skills.
- Excellent contact management skills with proven ability to build new and maintain existing relationships.
- Demonstrated experience in managing events, delivering presentations, and crafting messaging consistent with the corporate brand.
- First-rate research skills with the ability to analyze and communicate data in a clear and concise manner.
- Organizational skills and ability to prioritize a high volume of activities.
- Ability to travel within British Columbia approximately 30% of the time.
- Attending and/or hosting of some evening and occasional weekend events is required and is compensated
- Must have a valid BC Driver's License.
- Previous experience with Client Relationship Management software is preferred but not essential.

If this job outline describes you, please email your résumé and cover letter to HRCPABC@bccpa.ca. We thank in advance all candidates who respond; however, only those selected for interviews will be contacted. **This job post will remain open until filled.**

Why join our team? CPABC offers an entrepreneurial and flexible environment with a competitive compensation package, including a robust group health benefits package, public transportation allowance, retirement savings plan, training and development support, and employee recognition and rewards. The CPABC office is located in scenic downtown Vancouver, with easy access to various methods of public transportation.

CPABC is the proud recipient of the "Award of Merit for Constructive Culture" from *Human Synergistics Canada*.

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 almost 6,000 CPA students and candidates. 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.