

Position: 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 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 Student Recruitment Officer will assist with the creation, implementation and execution of the student recruitment strategy for those looking to change careers within British Columbia, Indigenous prospective students within British Columbia, and post-secondary institutions (PSIs) in Northern British Columbia and the Yukon. Key to this role is ensuring the key stakeholders in the target markets 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 recruitment activities in the Lower Mainland, Northern British Columbia, and Yukon Territory and some travel to these regions will be required. Recruitment activities in other areas of the province may also be required. Candidates possessing the desired experience may be offered a hybrid working environment with both office and remote work. **This position will be based in the Lower Mainland or Northern British Columbia, preferably near Prince George.**

Key Responsibilities:

- Develop promotion plans to achieve growth from those already in the workforce aspiring to become a professional accountant, Indigenous prospective students, and assigned post-secondary institutions.
- Identify potential future candidates for the CPA program and build ongoing relationships with them through database and personal marketing.
- Increase engagement of workforce professionals, Indigenous students, and post-secondary students with the profession.
- Track and report key performance metrics for assigned markets.
- Ensure that all recruitment 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 in Northern British Columbia and the Yukon Territory for direct recruitment.
- Implement and execute the recruitment strategy in the specified markets, including organizing events, offering information sessions, and undertaking sponsorships.
- Develop and strengthen relationships with CPA members and Chapters to grow member volunteer pool
- Manage and assess the return on investment of PSI sponsorships of assigned PSIs, initiatives and events, reporting on a regular basis.
- Manage and create professional recruitment communications including e-newsletters and email campaigns for prospective candidates.
- Develop a consistent communications and business development process to maintain and grow the Career Connect program for working professionals, post-secondary students and Indigenous students, and increase overall engagement with markets.
- Support the development and execution of CPA's firm recruitment strategy in Northern British Columbia, and negotiating recruitment guidelines with the firms and careers centres, as needed.
- Develop and maintain close relationships with CPABC Chapter leaders and members
- Other ad hoc duties, as assigned.



Key Requirements:

- Bachelor's Degree in Business, Marketing, Human Resources, or another related discipline.
- Knowledge and experience working with Indigenous students and/or communities in British Columbia.
- 3 to 5 years' experience in student or campus recruitment, or equivalent role.
- Previous experience working in a fast-paced –business development environment.
- 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, and crafting messaging consistent with the corporate brand.
- Must feel comfortable delivering presentations in online and in-person formats
- 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.
- Must be willing to work some evenings and occasional weekend events with compensation.
- Ability to travel within British Columbia approximately 30% of the time, subject to provincial public health orders.
- 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. This job posting will remain open until filled. 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 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.

