

**Job Profile**  
**COMMERCIUM AFRICA LTD.**

**Designation:**

Recruitment Adviser

**Location:**

Lagos, Nigeria

**About University of Toronto** (<https://www.utoronto.ca/>)

Founded in 1827, the University of Toronto has evolved into Canada's leading institution of learning, discovery and knowledge creation. It is a global leader in research and teaching and has a significant footprint, both in Canada and around the world.

Students have the opportunity to learn from and work with preeminent thought leaders through the multidisciplinary network of teaching and research faculty, alumni and partners. An equitable and inclusive working and learning environment creates the conditions for our diverse staff and student body to maximize their creativity and their contributions, thereby supporting excellence in all dimensions of the institution.

Excellence at the University of Toronto is predicated on the core freedoms that are at the heart of every university's mission – freedom of speech and expression, academic freedom and freedom of research." The ideas, innovations and actions of more than 638,000 graduates continue to have a positive impact on the world.

University of Toronto has been ranked 18<sup>th</sup> by the Times Higher Education and 26<sup>th</sup> by the QS World University Rankings, 2021.

**Job Description**

The key objective of the job will be to advise and assist University of Toronto in enhancing its capacity to engage internationally, and to strengthen the University's associations. The primary focus of this position will be undergraduate student recruitment. This will include working directly with prospective and current students as well as other key stakeholders including schools, alumni, and institutional partners. In the above regard, the candidate will be expected to provide assistance in recruitment coordination services throughout Africa (Nigeria & additional regions in Africa as required), in order to increase international enrolments from the region in bachelor degree programs.

The candidate will also provide effective recruitment and advising services to students identified by University of Toronto who are attending secondary schools in Africa (Nigeria & additional regions in Africa as required) as well as to their school counselors, parents, and others.

The post-holder will also help develop and maintain new relationships within the education communities in the regions and support promotional campaigns and events. The position will involve significant travel, both domestic and international.

The Recruitment Adviser will work on a full-time basis and the post-holder will have to demonstrate initiative. These duties are a guide to the type of work that the role holder will initially be required to undertake but may vary in detail depending on the successful candidate's particular skills and experience. As this is a new post, the duties and responsibilities will be subject to change over time (in consultation with the post holder).

**Key responsibilities include:**

- Provide information to University of Toronto with regard to high-quality secondary schools in Africa (Nigeria & additional regions in Africa as required) and build relationships with such schools;
- Support the University Personnel in planning and organizing recruiting and outreach events for prospective students, their parents and counselors;
- Advise and assist the University in identifying opportunities to increase brand awareness /market visibility, marketing and communication strategies, and viable advertising opportunities in the Nigeria (and additional regions in Africa as required) market and other means of raising awareness about study in Canada at University of Toronto;
- Liaise with Undergraduate Admission Office at the University and act as a contact for University Personnel visiting (Nigeria & additional regions in Africa as required);
- Act as a contact with the Canadian consular offices and keep track of changes that may impact processing of Canadian Study Permits for students from African countries;
- Provide support for applicants to University of Toronto's bachelor programs;
- Build effective working relationships with a range of stakeholders in the education sector;
- Attend education events, tradeshows, and conferences;
- Support key channel partners as required and directed by OSR. This will include providing information, training, and a high level of customer service and key account management;
- Work with internal and external data to monitor market and channel pipelines;
- Support the admissions process;
- Identify and provide advice on how to leverage new recruitment opportunities and partnerships in order to meet University enrolment priorities.

The candidate should have excellent organizational and interpersonal skills. This role will require the candidate to spend considerable time travelling to cities within Nigeria (and additional regions in Africa as required) and to the University . Therefore, he/she is expected to be flexible to work during weekends and evenings and be resilient.

As the candidate will be working remotely with the University's on-campus team, staff, and advisers across countries, he/she should be highly organized, self-motivated, and comfortable working with differences in time zones.

**Recruitment coordination:**

Advise and support University of Toronto's recruitment initiatives in Nigeria (and additional regions in Africa as required).

- Contact schools and counselors to schedule visits for University of Toronto representatives, sending confirmations, pre-booking hotel, and arranging ground transportation as necessary;
- Identify suitable recruiting events, exhibitions, fairs, and promotions for the University to participate in or attend;
- Book venues for information sessions and yield events and assisting with promotions and registrations;
- Carry-out post-activity follow-up, including compiling data on student leads, and preparing and submitting reports on outcomes to the University;
- Travel across Nigeria (and additional regions in Africa as required) to visit key schools and education fairs or other recruiting events, in consultation with University of Toronto staff;
- Effectively deliver presentations about University of Toronto and about studying in Canada, of both a persuasive and informational nature, to large or small groups.

**Student advisory:**

- Apply knowledge of undergraduate programs, admission requirements, application procedures, English language proficiency requirements, support services available, tuition fees, scholarships and financial assistance, etc.;
- Support applicants by providing direction as to the necessary documentation required to complete the review of their application for admission, encouraging individual students throughout the application process;
- Explore opportunities for the University to develop virtual connections and engage with students in the region through various social media channels frequented by students in Africa and report on same to the University.

**Expertise and research:**

- Draw on an in-depth knowledge of Nigeria's (and additional regions in Africa as required) secondary education systems and qualification equivalencies, and advise the International office on how best to position its requirements to attract well-qualified students from strong schools to the University's degree programs;
- Develop and maintain up-to-date knowledge of the University's degree programs open to international students, its admissions processes and students services, and identify the best value proposition for Nigerian students (and when applicable, students from other countries in Africa);
- Carry out market research and environmental scans, noting any trends or changes in the country or to school systems within the region that may impact the University's regional strategy or outreach;
- Develop and maintain key contacts list, monitor international application numbers, and report on same.

**Stakeholder engagement:**

- Working across external groups, the regional team and internal staff teams based in Canada to ensure the work with stakeholders is connected at all points;
- Working with schools and Institutional partners with whom the University works closely as well as helping to identify potential new partners;
- Providing customer service to current and potential students and their families.

**Information and reporting:**

- Contributing to market intelligence by providing information on market trends and competitive positioning in the regions;
- Recording information from recruitment events and campaigns;
- Contributing to reports, budgets and marketing plans using a data-driven approach.

**Other:**

- Maintain good communication protocols with the University, participating through virtual means (Teams, Zoom, Skype or other) in weekly or bi-weekly meetings, providing updates on activities and plans, confirming status of projects in process, checking on priorities, and agreeing on work load;

- Conduct advisory services including support for recruitment, in a professional manner, observing confidentiality in relation to the University data, market intelligence, and other knowledge and information about the University;
- Participate in training virtually from Nigeria, but also by visiting Canada for training and orientation sessions, schedule to be worked out with as much as advance notice as possible;
- Any other duties as directed, commensurate with the scope and classification of the position.

**Essential Criteria:**

- Graduates or post-graduates in any discipline.
- Prior experience working in the education sector (preferably in an administrative, managerial, or marketing role);
- Good interpersonal skills including networking and relationship management;
- Self-motivation, ability to manage high workloads, meet deadlines, the capacity to resolve work issues and attention to detail;
- Understanding of the general principles of the student visa regulations;
- Knowledge of the Nigerian Higher Education system;
- Strong organisational skills and administrative experience including the use of IT (particualy MS Office applications including Word, Excel, and Powerpoint);
- Flexibility, adaptability, and the ability to work on own initiative and as part of a team;
- Willingness to work, on occasion, outside usual office hours and to travel and spend periods away from home as required;
- Excellent communication and presentation skills;
- Excellent verbal and written skills.

**Desirable Criteria:**

- Relevant professional qualification (in business or marketing);
- Knowledge of Higher Education systems in other African countries outside of Nigeria;
- Experience of working with international students including participation in student societies, alumni groups, or with other organisations;
- Experience of developing marketing campaigns and using social media as a communication tool.