

# Job Description

<b>Position Title:</b>	International Recruitment Liaison Officer – West Africa
<b>Job Category:</b>	Recruitment & Admissions
<b>Client:</b>	Carleton University
<b>Direct Manager:</b>	Stuart Rennie – Managing Director
<b>Location:</b>	Lagos, Nigeria - Hybrid

## Job Purpose:

The International Recruitment Liaison Officer will work with the Recruitment & Admissions team at Carleton University, to build networks and drive the application pipeline for Carleton.

The role will involve representing Carleton at key agent and school events throughout West Africa. The International Recruitment Liaison Officer working with the wider Carleton team, will be responsible for developing the following relationships with key stakeholders:

- Agents
- Edu Canada
- Trade Commissioner
- IRCC
- Scholarship Bodies
- Schools
- School Counsellors
- Parents
- Students
- Liaise with local vendors to procure marketing & promotional material

## Key Responsibilities:

- Promote key offerings at Carleton to all stakeholders
- Become a Carleton expert on courses and admissions
- Attend key agent and education fairs
- Deliver Carleton training to schools and agents
- Attend key school exhibitions and student engagement events

- Work with Edu Canada to keep up to date with all key international opportunities and policies
- Work with the Carleton team on application and conversion strategies
- Work with the team at Carleton to develop a recruitment and sales plan
- Visit key schools and agents across West Africa to promote Carleton
- Arrange itineraries and meetings for key Carleton/AafaraEd team members visiting West Africa
- Submit monthly reports on activities and business development opportunities
- Work with Scholarship Bodies to identify funding opportunities
- Work to student recruitment targets agreed with the wider Carleton team
- Supporting the wider Carleton team with digital and social media campaigns
- Capture student leads

## **Key Attributes and Skills**

### **Must Have**

- A first degree
- Three years' experience in a marketing or sales environment
- Right to live and work in Nigeria
- Strong communication and presentation skills
- An international passport
- Strong IT skills to include experience and evidence of using one of the following packages:
  - Microsoft (Excel, Word, PowerPoint, Outlook)
  - Google (Sheets, workspace)

### **Desirable**

- Having studied overseas
- Studied at a Canadian university
- A degree in business or marketing
- Experience of working with Canadian universities directly or via an agent
- Digital and social media skills set