

Job Description

Position Title:	International Recruitment Liaison Officer – West Africa
Job Category:	Recruitment & Admissions
Client:	The University of Guelph
Direct Manager:	Stuart Rennie – Managing Director
Location:	Lagos, Nigeria - Hybrid

Job Purpose:

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

The role will involve representing UOG at key agent and school events throughout West Africa. The International Recruitment Liaison Officer working with the wider Guelph 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 UOG to all stakeholders
- Become a UOG expert on courses and admissions
- Attend key agent and education fairs
- Deliver UOG 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 UOG team on application and conversion strategies
- Work with the team at UOG to develop a recruitment and sales plan
- Visit key schools and agents across West Africa to promote the UOG
- Arrange itineraries and meetings for key UOG/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 Guelph team
- Supporting the wider UOG 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
- A degree in business or marketing
- Studied at a Canadian university
- Experience of working with Canadian universities directly or via an agent
- Digital and social media skills set