

## **Job Opportunity – Associate Director of Admissions**

Canadian Tourism College is the market leader in providing quality Hospitality, Travel & Tourism, and Flight Attendant training. Currently, we are recruiting for an Associate Director of Admissions to focus on the domestic market for our Vancouver/Surrey campus.

### **OBJECTIVE:**

The Associate Director of Admission plays an integral role in the company and within the admissions department. Your main responsibilities include providing information through student interviews and telephone conversations on educational opportunities that are available at Canadian Tourism College so that in turn students are able to make educated and informed decisions regarding their post-secondary studies.

### **ROLE:**

To ensure that all students interested in Canadian Tourism College are well informed regarding program information.

### **DUTIES:**

- Follow up on sales leads and actively promote the programs offered by Canadian Tourism College
- Meet or exceed student enrollment targets set for each intake
- Contribute to the development and delivery of both individual and team sales strategies
- Provide information and career planning advice to prospective students on all programs available at Canadian Tourism College
- Assist with sales, marketing and promotional activities as required, and be available outside of normal work hours to be involved in planned marketing events as required
- Handle inquiry calls, walk-ins and schedules admissions appointments
- Conduct admissions interviews and follow up with perspective students
- Assist students in overcoming obstacles and guide them through the enrollment process
- Ensure weekly admissions reports are up to date and accurate
- Keep Director of Admissions informed about any student concerns and student challenges that may be causes for students to withdraw
- Ensure compliance with the Private Training Institutions Branch, Provincial and Federal Student Loans and any national expectations and standards for quality education
- Administrate the student registration process and ensure that student files have complete documentation that comply with PTIB regulations
- Use Campus Login to record any student notes to create a chronological log involving all phone and face to face interactions with the student
- Conduct school/career day presentations and participate at trade shows as required
- Monitor, review and follow up on the results of all inquiries and face to face interviews
- Maintain a line of communication with Instructors regarding their programs and current/potential students that will be starting a program in their classroom
- Provide ongoing support for students enrolled in programs at Canadian Tourism College/Sterling College in relation to general information, student loans etc.
- Assist with student retention and successful completion through proactive contact with students
- Facilitate open houses and information sessions

- Be a positive ambassador of the College at all times

## **QUALIFICATIONS**

- Five years' experience in competitive sales/marketing environments or equivalent
- A Bachelor's degree is preferred but not required.
- An in-depth knowledge of current funding programs for students (familiarity with Student Aid is an asset)
- Excellent communication and interpersonal skills
- A friendly and outgoing personality
- A genuine desire to assist students in their career planning
- The ability to organize effectively and prioritize workload
- Good time management skills as this is a fast-paced environment
- Act in a friendly, courteous, professional manner
- Strong communication (both orally and written) and interpersonal skills
- Ability to work with minimum supervision
- Ability to discuss solution-oriented ideas with management
- Ability to utilize Campus Login is an asset
- Proficient in Microsoft Office

## **Reports to:**

Director of Admissions

Job Type: Full-time

Experience:

- Admissions: 5 years (Preferred)

## **How to apply:**

Please send applications to [hr@tourismcollege.com](mailto:hr@tourismcollege.com)