



Job Description | Enrolment Coordinator

Report To

Campus Director

Summary

The Enrolment Coordinator is the first point of contact for potential students. It is his/her responsibility to generate excitement for the programs MC College offers. The Enrolment Coordinator will be responsible for meeting the enrolment targets for the Hairstyling, Esthetics, Fashion, Partial Programs, and Apprenticeship programs.

Job Duties

Under the guidance and leadership of the Campus Director and the Admissions Leader, the **Enrolment Coordinator** is responsible for:

- Promoting MC College and its Hairstyling, Esthetics, Fashion, Partial and Apprenticeship programs by:
 - Answering all requests for information following the Admissions Standards.
 - Generating potential student interest through regular social media posts on a variety of platforms.
 - Scheduling and conducting in-person and virtual admissions meetings and campus tours with potential students.
 - Following up with potential students through various communication methods including email, text, phone and social media.
 - Providing information and assistance with funding, student aid and payment options.
 - Liaisoning with area high schools to arrange high school visits, presentations and group tours.
- In collaboration with the Campus Director, arranging and attending community events and career events.
- Attend company events, seminars, meetings and local hair shows.
- Travelling to career events throughout the province.
- Other duties as required



Qualifications

- Post Secondary education
- Energetic, positive and motivated personality
- A valid drivers license
- Ability to travel
- Ability to work with minimal supervision
- Meet deadlines/enrollment targets
- Knowledge and experience with Social Media
- Effective working skills in a variety of software applications including but not exclusive to MS Word, Excel, PowerPoint, e-mail and Adobe Products
- Previous customer service experience an asset
- Previous sales experience required

Working Conditions

- Interacts with students, co-workers and clients and other outside organizations.
- Travel will be required
 - Some travel requires a valid passport.
- Work schedule:
 - Some evenings and weekends will be required.
- Intermittent physical activity including walking, standing, sitting, and light lifting.

It is agreed by the employee that the position title, job duties, responsibilities, and exceptions can change in order to meet the needs of MC College. In the event of substantial changes in job expectations, MC College will provide advanced notice aligned with the requirements under the Provincial Employment Standards Act.