



**Southern Alberta  
Institute of Technology**  
1301 16th Avenue NW  
Calgary, Alberta T2M 0L4  
Canada  
Toll-free: 1.877.284.7248  
sait.ca

## LEADS – Marketing & Recruitment Student Leader

**Department or School:** Marketing Department

**Term:** Fall 2022 and Winter 2023 semesters

**Number of Positions:** 3

**Hours per week:** 3 – 5 per week dependent on student schedules

*\*This number is given as an estimate. Actual time commitment may vary throughout the year.*

**Compensation:** \$1000 honorarium per completion of each semester and Co-Curricular credit

*This is a competitive student leadership opportunity open to current SAIT students. Competition for leadership positions will close as suitable candidates are hired.*

### Position Description

Reporting to the Manager, Marketing and Recruitment, you will act as a SAIT brand ambassador and peer recruiter and work as part of a dedicated team that supports student recruitment activities for SAIT.

The ideal candidate is focused on customer service and brings enthusiasm and energy into this support role. You enjoy sharing your knowledge with others and you get excited about the opportunity to get out into the community. You thrive in a team environment while having a high degree of self-direction, and you show a passion for quality and attention to detail. You'll join a team of highly motivated, high-energy recruiters who are focused on creating memorable experiences for future students.

As a Marketing & Recruitment Student Leader, you'll connect with prospective students and key influencers (family members, school counsellors, community members, etc.), to promote SAIT at on-campus events. This position will also provide information and guidance regarding program offerings, admission requirements, and registration information to prospective students and applicants. In collaboration with the Recruitment Marketing Specialist, the Marketing & Student Recruitment Leader also supports the planning and implementation of a variety of campus recruitment events such as open houses, group tours, information sessions, mail-outs and electronic communications with prospective students, applicants, families and school counsellors.

### Duties and Responsibilities

- Act as a SAIT brand ambassador and peer recruiter at SAIT recruitment events including info sessions and open houses.
- Make presentations about SAIT at events on-campus.
- Lead campus tours, both virtually and in-person.
- Support all tactical and logistical aspects of events including, but not limited to: researching and scheduling rooms/venues, event logistics, catering/hospitality, decor, entertainment, supplies and promotional items.



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- Respond to program and general inquiries from current and prospective students in person, by email or phone and triage to the appropriate staff when required. This includes carrying out SAIT outbound calling campaigns to support students in their application journey.
- Evaluates attended recruitment initiatives by reporting prospective engagement, lead generation, number of publications provided, event attendance, and other meaningful notes describing the purpose and utility of the event for evaluation and future planning purposes.
- Assists in the development of virtual recruitment tools and resources, such as creating virtual booths on behalf of Schools and Departments (tip sheets, chat rooms).
- Collaborates with the International Centre's Student Assistants, Office of the Registrar's Customer Service Representatives, and Communications' Student Content Team on recruitment initiatives as required.
- Be part of a team committed to equity, diversity, and inclusion by working with a diverse group of students and visitors.
- Be available to work weekends and evenings during scheduled events and tours.
- Attend student leadership training and any other mandatory professional development and training sessions that are a part of the LEADS program.
- Engage in other duties as opportunities allow.

### Benefits

- Earn a **\$1000** honorarium per semester involved in the program.
- Develop your Co-curricular Record. Student Leaders may document their hours and experiences on an official SAIT Co-curricular Record for future employment.
- Develop your experience through training and professional development opportunities throughout the year.
- Gain a letter of reference. Letters of reference will be available for outstanding service.
- Improve your skills. Gain leadership, event planning and organizational skills while working on a diverse team.
- Be mentored by the best! Our Marketing team is a group of experienced marketing professionals who are well respected in their field.

### Commitment

Each student leader commitment is approximately **3-5** hours per week, schedule dependent.

### Qualifications

We are seeking student leaders who have completed at least one semester of study and are available to work 3-5 hours per week.

The ideal candidate for a Marketing & Recruitment Student Leader:

- Has strong written and oral communication skills.



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- Is comfortable making presentations to groups of 20 to 50 people.
- Is a relationship builder with the demonstrated ability to establish and maintain cooperative working relationships with staff, colleagues, and school administrators.
- Has the ability to work in a fast-paced, team-based environment with competing priorities and quick deadlines.
- Is willing to work evenings and weekends as required.
- Is an enthusiastic team player with a positive attitude
- Is globally-minded with a passion for inclusion and helping others
- Is able to work well independently and with a team
- Is a self-starter, reliable and can complete projects from start to finish
- Has the ability to engage and encourage a group of peers
- Must be open and sensitive to all individuals regardless of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, educational background, ability or age.

#### **Application Process**

To apply, please complete the [online application form](#). For inquiries, contact [student.engagement@sait.ca](mailto:student.engagement@sait.ca). Please note that in submitting your application, you are verifying that you are:

- in good academic standing (TGPA or TIGPA above 2.5).
- in good conduct standing and consent to this being verified by the Student Conduct Office.

Note that details of academic and non-academic misconduct cases are not shared through this process.

