



The University of Fredericton is fully recognized as a degree-granting institution by the Province of New Brunswick. As Canada's most innovative online university, our mission is to provide our students with an exciting, rewarding and affordable journey to the frontier of professional education, with programs scheduled to accommodate both professional and personal lives.

We employ the most current online and virtual technologies to engage students in a global professional educational network, both synchronous ("real-time") and asynchronous ("flex time"). We offer a carefully designed set of programs, such as the Executive MBA with a focus in Global Leadership, the Diploma to Degree program and the health and safety certificate and diploma programs.

Current Opening: Field Representative (Recruitment / Sales)

GENERAL SUMMARY

The preferred candidate's ideal home office location for this position is Fredericton, New Brunswick; but all qualified candidates will be considered who live in this region.

Reporting to the Vice President, the Field Representative is responsible for informing Faculty and recruiting qualified students for University of Fredericton's accredited online programs. The Field Representative is responsible for implementing all of the local recruitment efforts for all professionals within a specified territory, and will support the overall strategic plan for University of Fredericton's enrollment.

The successful candidate will have a thorough and first-hand understanding of the professional development and advanced graduate needs of all professionals, as well as familiarity with the rapidly changing dynamics of organizations. The Field Representative will be the local representative for University of Fredericton. In that role, the Field Representative must have truly exceptional presentation, communication and organizational skills, as well as an obvious and infectious passion for professional development and the value of online education.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Market development and analysis
- Coordination of market information, industry needs.
- Accurately and completely explain educational programs, expected outcomes, students services, and financial consideration to prospective students and educators.
- Manage inquiries to achieve prompt contact and performance activity; utilize approved recruitment policies/formats.
- Secure new inquiries (Personally Developed Referrals) by directly asking phone and in-person contacts about referrals of others to contact that may be interested in programs offered.
- Pursue qualified candidates for enrollment, and determine appropriateness of candidates for admission based upon career goal compatibility.

- Conduct 5-10 onsite enrollment activities per month, including--but not limited to--information sessions and in-service programs.
- Publicize and market University of Fredericton by attending local, regional and national conferences and events, and participating in relevant activities in local communities.
- Understand and present all University of Fredericton programs.
- With support from the Marketing and Enrollment teams, coordinate invitations, room setup, registrations, and materials for each session.
- Cooperate with other staff to plan appropriate and strategic recruitment efforts for University of Fredericton degree, diploma and certificate programs.
- Build relationships with current students and Faculty, as well as alumni, to identify new group potential and new opportunities to present University of Fredericton programs.
- Maintain current and thorough knowledge of all University of Fredericton programs, and the regulatory, operational and pedagogical complexities of various industries.
- Assist in other field-based efforts on behalf of University of Fredericton as required.

EDUCATION and/or EXPERIENCE

- Bachelor's degree required (Master's Degree preferred)
- Involvement in a Canadian Public Community College would be a positive asset
- Must have 2-5 years experience in sales in an educational and/or not-for-profit environment
- Demonstrated background in not-for-profit program fulfillment leading to success is necessary
- Must have truly exceptional presentation skills, and must be capable of delivering persuasive and career oriented presentations to both small and large groups.
- Must be extremely well-organized and attentive to detail.
- The successful candidate will work well under pressure and will be eager to succeed in a competitive, results-oriented environment.
- Significant travel (50% or greater) is required.
- Ability to work independently and to self-direct his/her daily activities is essential.
- Strong written and verbal communication skills are important, as is facility with technology and mediated communication.
- Strong technical acumen with extensive knowledge of MS office, specifically Word, Excel, Outlook and PowerPoint.
- Knowledge of Customer Relationship Management systems, recruiting and admissions databases
- Valid driver's license
- Passport

Apply by email, mail or fax please. Please note that only those who qualify will be contacted for an interview.

University of Fredericton

Attn: Human Resources, 371 Queen Street, Suite 101, Fredericton, NB E3B 1B1

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