

Student Recruitment Officer

Location:	Durban, Glen Anil
Education level:	Honours
Job level:	Mid
Job policy:	Employment Equity position
Company:	AFDA

AFDA is inviting applications for the position of a student recruitment officer. A Student Recruitment Officer is responsible for driving the execution of the marketing strategy of a particular campus, and oversee the new student recruitment process of that particular campus in order to reach the student number targets.

Roles and responsibilities as per recruitment officer CVP's:

- **Strategy:** Execute the campus marketing strategy via programme and campus promotion and coordinate a small team to assist
- **Student Recruitment:** Schedule, organise and travel to attend all recruitment activities and events (including schools visits, career days and expos, AFDA Open Days, private presentations at schools etc).
- o Attendance at the above mentioned recruitment activities necessitates own transport - **valid drivers licence and own vehicle is essential for the position**
- **Admissions Administration:** Ensure all enquiries and applications are processed timeously and follow up with all interested students. Ensure targets for enquiries, applications, consultations and registrations are met through individual follow-up and feedback systems, and submitting a weekly and monthly report on the above
- **Advertising and branding:** Seeking effective placement opportunities for AFDA marketing material and managing campus marketing collateral (including prospectuses, flyers, AFDA banners & tablecloths etc)
- **Communication and Relationships:** Ensure PR and Social Media alignment through bulk communications with prospective students and parents, managing enquiries or feedback from social media platforms

Role responsibilities, duties and key competencies:

- Outstanding ability to promote and sell the AFDA learning offer to prospective students and parents in various settings (i.e. presentations to learners at high schools, one-on-one consultations etc)
- Driving the student recruitment process, from enquiry to application, consultation and registration, and ultimately to enrolment. Ensuring all applications are processed timeously and accurately with prompt communication and excellent customer service
- Ensure all school visits, private presentations, career days and expos etc are attended as per the recruitment schedule, and that our presentations at these school visits are excellent and accurately represents the AFDA offer and value
- Managing the schedule, staff and stock for all recruitment activities and ensuring that all marketing collateral (i.e. tablecloths, banners etc) are in excellent condition and to notify the National Student Recruitment Officer if anything need to be replaced or if marketing material stock (i.e. prospectuses, flyers) is running low
- Positive, enthusiastic and engaging communication with prospective students and their fee-payers with regards to the AFDA offer and the admissions process (including face-to-face, telephonic & Zoom consultations)
- Ensuring accurate and timeous data-capturing, filing, record keeping and general office management

Personal Attributes (role associated):

- Energetic and enthusiastic demeanour
- Positive attitude and high regard for the AFDA brand
- Target Driven
- Honest and trustworthy, committed to integrity
- A meticulous and thorough nature
- Excellent verbal and written communication skills (proficient in English)
- An ability to follow-through, organised and process-driven
- Willingness to adhere and embody AFDA values; proactively promote AFDA's image
- Advanced computer literacy (using Outlook, Excel & Word)
- Ability to manage a small team through good inter-personal skills
- Maturity to handle a range of situations with professionalism
- Ability to interpret student numbers, conversion rates and target setting
- Ability to work co-operatively with other AFDA departments

Selection Criteria:

- **NB:** AFDA Alumni applicants will be favoured, as the nature of the position requires the individual to have a first-hand experience and knowledge of the AFDA programmes and learning experience
- Relevant undergraduate degree or preferably honours degree
- Six months to two years' sales and/or customer relations experience
- AFDA employs candidates in line with the Employment Equity Act and as such preference will be given to suitably qualified candidates from designated groups.

Company Description

AFDA (The No. 1 School for the Creative Economy) is the leading school of its kind on the African continent, offering Higher Certificates, Undergraduate Degrees and Postgraduate qualifications in Motion Picture, Live Performance, Business Innovation and Creative Writing. AFDA's qualifications are locally accredited through the DHET and CHE, as well as internationally recognised as a full member of CILECT, the association of the world's major film and television schools. The AFDA values are passion, self-discipline, integrity, reliability and humility.

Posted on 25 Apr 17:06, Closing date 24 Jun

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