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## **Campus/Executive Assistant Job Description**

### **General Accountability**

The Campus/Executive Assistant will perform student recruitment and enrolment, marketing, reception, administrative, and basic bookkeeping functions under the supervision of the College Director.

### **Primary Duties and Responsibilities**

The following job description is intended to describe the general nature and work being performed. It is not intended to be an exhaustive list of all responsibilities, duties and skills required of this position.

#### *Reception*

- Create a positive first impression for students and visitors
- Greet all students and visitors in a friendly, respectful manner
- Handle all telephone calls in a friendly, respectful manner
- Keep the reception area clean, tidy, and organized

#### *Student Recruitment and Enrolment*

- Use a customer service/sales approach to student recruitment and enrolment
- Promote the features and benefits of the Valemount College programs to prospective students
- Maximize the efficiency of service to students by determining their needs and taking appropriate action.
- Respond to inquiries in a timely, complete and accurate manner or refer to College Director when required
- Assist prospective students by providing complete program information
- Provide students with information about program financing alternatives
- Register students for programs following established student enrolment procedures

#### *Administrative*

- Word processing, including correspondence, letters, meeting minutes, and other forms
- Maintain student data base
- Order kitchen supplies, office supplies, resource books, resource videos, and other materials
- Pick up incoming mail; take outgoing mail to post office; process mail
- Check, respond to and/or forward emails to appropriate party
- Maintain the resource and equipment library, including sign-out and cataloguing all books and equipment
- Maintain office equipment
- Arrange facilities, transportation, and equipment required for programs or meetings
- Maintain administration services procedures manual
- Demonstrate a commitment to professional development
- Demonstrate a commitment to lifelong learning
- Prepare and make bank deposits, balance petty cash and cash
- Other related duties as assigned

#### *Marketing*

- Create display ads, brochures, flyers, and newspaper advertisements
- Create and maintain social media sites
- Proactively use a customer service approach to promoting programs
- Maintain the College web site
- Write and distribute media releases
- Prepare and make presentations about the College programs
- Maintain Procedure Manuals



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## **Qualifications**

### *Knowledge, skills, and abilities*

- Business administration or marketing diploma, or equivalent experience in office administration field
- Proficient in Office programs; preference will be given to applicants with Word Press experience
- Training or experience in marketing, including online and social media marketing
- Minimum of one year's office experience
- Exceptional customer service and sales skills
- Excellent organizational skills
- Excellent interpersonal and communication skills
- Superior office and administrative skills
- Commitment to student success

## **Working Conditions**

- The Executive Assistant will usually work in an office environment, but the variety of programs may sometimes involve non-standard workplaces.
- The Executive Assistant will work a standard work week, but additionally may work evening, weekend, and overtime hours to accommodate activities such as Board meetings and representing the organization at public events.
- The Executive Assistant must pass a Criminal Records Check

## **Reporting Relationships:**

- Executive Assistant shall report to the College Director and the Board of Directors

## **How to Apply**

Please submit a cover letter detailing how you meet the selection criteria and your CV/resume by email to: [hr@valemountcollege.ca](mailto:hr@valemountcollege.ca) in MS Word or PDF format only. Calls will not be accepted. We would like to thank all candidates in advance for their interest, but only those selected for an interview will be contacted.

Valemount College embraces the principles of employment equity and is strongly committed to fostering diversity within our community. We welcome those who would contribute to the further diversification of our staff, our faculty and its scholarship including, but not limited to, women, visible minorities, Aboriginal people, persons with disabilities and persons of any sexual orientation or gender identity. Please note that all qualified candidates are encouraged to apply, however applications from Canadians and permanent residents will be given priority.