

Recruitment and Advancement Ambassador Saskatoon Theological Union Inc. (STU) Position Profile

Summary

The Recruitment and Advancement Ambassador (R&AA) is an appointment of the Saskatoon Theological Union Inc. (STU) and is a member of the STU's Advancement team, reporting directly to the Director of Advancement. The R&AA will be responsible for a portfolio of work that focuses primarily on STU student recruitment and social media communications. The R&AA will also offer support to prospective students, students, staff, and faculty. The R&AA will serve as a steward and foster a positive experience for those interacting with the STU.

Governance

The position falls under the governance of the Saskatoon Theological Union Inc. (STU), which is a joint venture, incorporated in the Province of Saskatchewan, between three partner colleges: The College of Emmanuel & St. Chad, Lutheran Theological Seminary, Saskatoon, and St. Andrew's College. Its purpose is to oversee and administer integrated graduate degree programmes and the respective academic and support services required by the programs on behalf of the partner colleges. It operates within an organizational and governance structure that includes a Board of Directors and faculty members and staff, who are legally employed by the respective partner college, and subject to the employment policies of the respective partner college, but who work within the STU to serve its needs.

Employing Partner College

St. Andrew's College

Accountability

The R&AA is accountable to the Advancement Director.

Application Deadline

March 7th, 2025

Effective Date

May 1st, 2025

Primary or Specific Responsibilities

1) *Student Recruitment [65%]*

a) *Recruitment activities and events*

- Serves as a key ambassador to ensure that the STU, and its member schools, is / are front of mind, for all potential allied and adjacent groups to the three schools
- Represents the STU at recruitment events, promoting the STU and responding to detailed questions about programs, admissibility, and admissions requirements

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- Provides liaison (via the STU) and support for the Affirm United & Reconciling Ministries portfolios, as well as to CiRCLe M and the National Healing Forest Initiative
- Analyzes trends in student recruitment; designs and implements recruitment programs for targeted groups of potential students; develops strategies for evaluation of our recruitment program

b) Managing the enrollment pipeline

- Maintains a complete and accurate record of applicants and prospect details
- Responds promptly to inquiries from, and builds individual connections with, applicants
- Ensures accuracy and consistency in assessment processes

2) Social Media Communications [35%]

a) Manages STU social media channels

- With the approval from, and habitual review with, the Director of Advancement, the RAA will create social media strategy for the STU
- Creates, edits, and uploads timely posts and updates on all social media channels
- Uses an appropriate voice (for the STU context) in all communications
- Monitors, moderates, and responds (as appropriate) to all content
- Using analytics, reports to the Director of Advancement on the efficacy of all social media strategies

b) Manages all three schools' websites, and eventually an STU website

- Works with our webmaster to request website changes and deletions
- Plans and manages content creation for the websites
- Confers regularly with all STU staff and faculty to determine news items, promotional strategies, and any required updates to websites
- Works with the Director of Advancement to ensure that the websites reflect the larger Advancement goals of the STU

c) Works closely with the Director of Advancement and the Advancement Officer on all promotional materials

- Designs and collaboratively edits all printed promotional materials, through close work with the Director of Advancement, the graphic designer and the printing house
- Ensures consistent messaging and branding, aligning with the STU's strategic plans; and is capable of developing highly specialized communications for segmented audiences and individuals
- Devotes time to researching best practices in higher education recruitment promotions

QUALIFICATIONS, SKILLS, AND EDUCATION

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- Bachelor's degree AND at least three years of experience in strategic communications
- Strong social media skillset, which includes working knowledge of social media platforms; understanding SEO; ROI and data measurement; marketing (content and word-of-mouth); and brand strategy
- Ability to develop and deliver presentations
- Strong interpersonal and communication skills—both written and verbal—with the ability to work effectively with a wide range of constituencies
- Knowledge of student recruitment and retention issues
- Ability to gather data, compile information, and prepare reports
- Ability and willingness to travel on occasion
- Ability to design, write, and edit promotional material
- Ability to evaluate student applications
- Strong familiarity with theological education would be considered a major asset
- Holds a valid driver's license and access to a vehicle

Hours of Work

This position is full-time at 37.5 hours per week.

Pay Scale

\$55 000-65 000 CAN

Signatures of Employee and Supervisor and Date

