



314 Airport Road,  
Tyendinaga Mohawk Territory, ON  
K0K 1X0

P. 613.396.2122  
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## Employment Opportunity

### Enrolment and Liaison Officer

One Year Contract, April 2025 – May 2026

#### About FNTI (First Nations Technical Institute)

Since establishment in 1985, over 4000 students have graduated successfully from FNTI with certificates, diplomas and degrees, granted in partnership with Ontario's Colleges and Universities. An Indigenous post-secondary institution, FNTI offers programs targeted at Indigenous learners across a wide range of post-secondary disciplines including aviation, health, business, and public administration. FNTI delivers programming locally through its main campus in Tyendinaga on Ontario's beautiful Bay of Quinte, as well as in numerous community locations throughout Ontario.

#### Description:

The Enrolment and Liaison Coordinator (ELC) is primarily responsible for advising potential learners of program options and pathways at FNTI. The ELC is responsible for building relationships with our learners, communities and any associated funding organizations including, band offices, tribal councils, friendship centers, etc. As a primary point of contact for many of our learners, the ELC will play a part in institutional planning and assessment to ensure FNTI remains a learner-centered institution.

#### Responsibilities:

Communications: External

- Co-ordinates and participates in a diverse range of recruitment activities and events for potential students and stakeholders, such as community information sessions and conferences, program specific information sessions, workshops and career fairs, both regionally and province wide. Travels to strategic events as required. Travel regionally and provincially for events as required.
- Co-ordinates and conducts presentations on days, evenings and weekends as required, to promote FNTI to potential students and the general community, producing engaging multimedia presentations.



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- Visits community education counsellors and guidance counsellors to keep them informed of FNTI programs, prerequisites and admissions and additional information.
- Responds to all telephone, online, and written and in-person enquiries requesting information on FNTI programs; enters all student enquiries on FNTI student database in a timely manner; follows through with each enquiry to providing admissions process assistance as needed, until confirmation of program offer is received by FNTI.
- Assists in organizing digital, direct mail and other targeted marketing activities.
- Utilizes, maintains and updates website and student information system (SIS) for lead management, tracking and recruitment.
- Assists in updating FNTI website with current and ongoing information; ensures website is up to date and accurate.
- Assists in updating FNTI social media pages and channels with current events, photos and appropriate information on a regular and consistent basis.

#### Planning, Production & Development

- Contributes to development of marketing strategy and plans including the creation of stakeholder surveys, and the collection of other marketing research needs analysis and action plans and evaluations. Assists in focus groups and other marketing research initiatives with education counsellors, community leaders, prospective students, guidance counsellors, students and alumni.
- Contributes to a range of market research projects where they relate to student recruitment.
- Contributes to the planning and implementation of student recruitment strategies, policies and procedures for partnering college and university program studies, as well as standalone degrees.
- Produces an annual outreach strategy, researching key events, recruitment impact and cost-benefit analysis to ensure FNTI is present at key events and conferences on an annual basis.
- Develops and implements an effective recruiting strategy for programs guides production, editing and distributing of contacts directory, posters, brochures, employment surveys, as well as other literature and resources used for direct recruitment; writes content for various FNTI marketing and recruitment platforms, with an emphasis on digital/social media platforms.
- Attends key events to take photography and maintain an ongoing and up-to-date image gallery for use in various FNTI marketing and recruitment strategies.

#### Administration:



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- Research, plan and evaluate purchases for marketing and recruitment activities; negotiate with vendors, issue and confirm orders, verify invoicing, prepare and present documentation for authorization. Maintain documentation for audit and record keeping purposes.
- Assist with purchasing as it related to all forms of media advertising; print, radio, newspaper, television and diverse digital platforms. Research and pursue appropriate purchases to support and execute annual recruitment plan.
- Maintain accurate current and historical files in electronic and hardcopy format to ensure a documented history of FNTI marketing, outreach, recruitment and related strategic activities.

### Qualifications:

- Relevant two-year diploma with a minimum of 3 years' experience in marketing/sales/communication, preferably in an education environment, or an equivalent combination
- Previous experience in student recruitment would be an asset
- Outstanding interpersonal and communication skills
- High level of computer proficiency, particularly in the use of online/social media tools and related software applications
- Public speaking and presentation skills
- Research, problem solving, critical thinking skills
- Valid Ontario driver's license; ability and willingness to travel

### Conditions of Employment:

- Willing and able to travel on occasion as well as work overtime as required
- Successful candidates must provide a satisfactory CPIC and vulnerable sector check

### Notes:

- All qualified applicants are encouraged to apply, however FNTI provides preference to those applicants with Indigenous ancestry who self-identify.
- Must be legally entitled to work in Canada
- \$25.14/hour
- Existing vacancy



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**To Apply:**

To express your interest in this position, please submit your cover letter, resume, and two references to [hr@fnti.net](mailto:hr@fnti.net)

**Thank you for your interest.  
Please note only those selected for an interview will be contacted.**