Position Title: Manager, Outreach and Recruitment  
Department: Office of Enrolment and Upper-Year Transitions  
Reports To: Director, Enrolment and Upper-Year Transitions  
Salary Schedule: C ($62,193 – $75,845)  
Date Created/Modified: January 2020  

General Accountability

The Manager of Outreach and Recruitment is accountable to the Director, Enrolment and Upper-Year Transitions for specific responsibilities within the areas of the secondary school liaison program, outreach, recruitment, and admissions.

Nature and Scope

St. Jerome’s University provides a culture and environment for employees that endeavours to promote the mission of the University. Employees contribute to the larger institutional goals and conduct themselves in a manner that fosters the prevailing sense of collegiality among faculty, staff, and students.

The Office of Enrolment and Upper-Year Transitions is a key element of the external face and voice of the university, bringing the St. Jerome’s mission and values to the broader community. The Office of Enrolment and Upper-Year Transitions intersects with and contributes to the success and sustainability of St. Jerome’s through publications, outreach to community partners, recruiting students to co-register with SJU and the Faculty of Arts. Additionally, this office is integral to recruiting students for the SJU residence, the promotion of SJU’s academic programs, and SJU’s positive collaborative relationships with our partners at the University of Waterloo. The Office of Enrolment and Upper-Year Transitions is the first point of contact for incoming students, helping to sow and maintain the seeds of community engagement, supporting students to grow to become active alumni.

As a key contributor to the Office of Enrolment and Upper-Year Transitions, the Manager of Outreach and Recruitment facilitates the outreach and recruitment strategic plan; maintains relationships and partnerships with community stakeholders, including the University of Waterloo, the Affiliated and Federated Institutions of Waterloo (AFIW), and various community partners; supervises the Recruitment and Outreach Coordinators and the Recruitment Liaison Officer to administer the outreach and recruitment programs, and coordinate joint initiatives and procedures with stakeholders. The Manager of Outreach and Recruitment provides a public face for St. Jerome’s and the University of Waterloo with respect to outreach initiatives, partnerships, academic programs, admissions, and student life. They are responsible for the development of strategies around the representation of St. Jerome’s and Waterloo to prospective students and stakeholders.

Specific Accountabilities

Leadership

- Provides supervision for the Outreach and Recruitment staff
- Manages and implements the strategic plans for outreach and recruitment
- Develops and manages day-to-day relationships with our key stakeholders
- Develops effective administrative support systems and provides training and support to Coordinators, Liaison Officer, and co-op student as required
- Manages the outreach and recruitment budgets
- Annual reporting to the SJU community on outreach and recruitment planning, activities, execution, and successes
Outreach and Marketing

- Develops, implements, and evaluates a strategic communication plan that facilitates the achievement of SJU outreach and recruitment goals
- Builds and maintains day-to-day relationships with identified stakeholders at SJU, UW, AFIW, and the wider external community partners
- Ensures the effectiveness of all strategic print and digital communications related to undergraduate prospective students and influencers; applicants; admitted students; and current students, faculty, and staff, including but not limited to inquiry management, application acknowledgement, regular value-added communication during the application process, and offers of admission
- Works in collaboration with various campus partners including, academic departments, campus ministry, advancement, student affairs, and the SJU business and conference office with outreach initiatives, planning, and execution

Recruitment

- Develops, implements, manages, evaluates, and enhances the strategic marketing and recruitment plan and liaison program to support SJU enrolment targets
- Researches, analyzes, and applies current and historical enrolment data in combination with demographics to determine trends, future opportunities, and inform strategy
- Maintains a strong understanding of the SJU target student audience and the generational characteristics and needs of that demographic group
- Develops, manages, and oversees a liaison plan for travel to strategically selected high schools, incorporating evidence-based decisions and an accountability framework for measuring success
- Oversees the recruitment, hiring, management, and evaluation of recruitment and liaison staff
- Implements and evaluates strategic communication plan including recruitment print materials and offer packages
- Collaborates and partners with the University of Waterloo and other AFIW in initiatives that support the overall recruitment strategies of the university
- Develops and fosters relationships with SJU staff and faculty, prospective students and their parents, guidance personnel within the Ontario Secondary School system, and recruitment staff from other Ontario universities

Working Conditions

- Work outside of the regular University operating hours is required, including evenings and weekends
- Regular office environment including utilization of various mediums of communication including digital and print materials, telephone, and email
- Attends workshops, conferences, or meetings that may require travel
- Represents the University at local or out-of-town events as required
- Periodic lifting and carrying of parcels or deliveries
- Active involvement in committees and teams as required to accomplish departmental and institutional objectives

Qualifications Required

- Undergraduate degree with a minimum of three to five years of experience
- Excellent organizational skills
- Excellent communication, interpersonal, customer service, and presentation skills
- Supervisory experience is required
- Previous experience managing a project-based budget is an asset
- Must have a valid G driver’s license and a clean driving abstract
- Must be able to obtain a Vulnerable Sector background check