

Job Description



Job Title:	Undergraduate Recruitment Specialist
Department:	Office of the Registrar
Reports To:	Manager, Outreach & Recruitment
Jobs Reporting:	None
Salary Grade:	8
Effective Date:	August 4 th , 2022 - December 9 th , 2022

Primary Purpose

Within the St. Jerome's Registrar's Office (RO), responsible for communicating with and providing information for secondary school students, their families, and school officials regarding admission policies, academic programs, and other aspects of university life to help guide their decisions about post-secondary education. In light of research that confirms the impact of effective high school recruitment visits, plays a crucial role in the successful realization of undergraduate enrolment management goals and the safeguarding of UWaterloo's high-quality reputation by developing relationships with prospective applicants.

Key Accountabilities

- 1. Responsible for providing informed representation of UWaterloo and St. Jerome's at Canadian high schools and at post-secondary information events**
 - Responsible for significant travel to present UWaterloo's strengths; help prospective students visualize a UWaterloo experience; build effective relationships with prospective students and their families; and provide complete and accurate information about programs, co-op, the admissions process, and any other details required by prospective students.
 - Responsible for acting as a key informed representative and ambassador for UWaterloo and for exhibiting a consistently high level of maturity, professionalism, and credibility to act as UWaterloo face-to-face spokesperson with all audiences.
 - Represents UWaterloo at Ontario University Regional Fairs (OURFs) throughout Ontario, typically involving two or three OURF visits in one day interacting with 30 – 100+ secondary students at each as well as their parents and school personnel.
 - Visits and/or connects virtually with secondary schools throughout Ontario on an individual or tag-team basis to meet with students who are interested in finding out more about UWaterloo, at each school conducting a 30-minute presentation to a group of students, holding small-group counselling sessions, and meeting with school personnel to provide up-to-date UWaterloo information.
 - Participates in and contributes to UWaterloo's success at the annual Ontario Universities' Fair (or online alternative), promoting UWaterloo to prospective students and their parents by providing information and delivering professional and engaging presentations throughout the weekend.
 - Participates in and contributes to the success of the Fall Open House, a Saturday event that typically takes place at the beginning of November to provide an opportunity for prospective students and their families to visit the campus, experience a full tour, become familiar with why students choose UWaterloo, and speak (in person or virtually) with individuals to obtain answers that will help them make informed decisions.

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- Responsible for completing extensive training prior to the beginning of the recruitment visit schedule, including polishing the delivery of effective and engaging presentations that incorporate compelling stories about the UWaterloo experience.
- Shares feedback about high school audiences and UWaterloo materials with the Marketing & Undergraduate Recruitment team to help with the development and enhancement of undergraduate recruitment strategies.
- Carefully confirms the logistics for any travel and exercises judgment in obtaining assistance or determining a creative solution for any problems that may arise.
- Responsible for maintaining awareness of cultural, language, religious, political, socio-economic, and any other relevant factors in UWaterloo's younger student recruitment markets.
- Responsible for ensuring effective follow-up communication with prospective students.
- As required, undertakes recruitment travel to visit high schools and attend UWaterloo recruitment events across Canada outside Ontario

2. Collaborates, advises, and consults

- Collaborates with and advises the Manager, Outreach & Recruitment with respect to any challenges that arise regarding high school recruitment travel, including obtaining accurate answers to any unforeseen questions that may arise.
- Co-operates closely with the UW Marketing & Undergraduate Recruitment team; the RO Admissions team and other staff; the St. Jerome's University recruitment team; and colleagues in the faculties, professional schools, university colleges, and other departments who have a vested interest in undergraduate recruitment.
- Proactively shares knowledge so that all Marketing & Undergraduate Recruitment team members can incorporate new information and techniques into their strategies.
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3. Acquires, understands, and applies current, relevant market research and institutional knowledge

- Keeps fully informed and knowledgeable about all aspects of programs, admissions, student life, visual identity and branding, success after graduation, and other issues related to undergraduate prospective students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, and how any changes impact their high school recruitment visits.
- Maintains a clear understanding of generational characteristics and the needs and preferred communication methods of all audiences in order to enhance the success of their high school recruitment visits.
- Observes and reports on the recruitment strategies, activities, and involvement of UWaterloo's competitors.

4. Other

- Participates in Marketing & Undergraduate Recruitment events and completes such other general and specific duties as may from time to time be determined.

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- Bachelor's degree, preferably from UWaterloo

Experience

- Essential: demonstrated outstanding written and oral communication skills, with proven excellence in public/promotional speaking and delivery of presentations.
- Essential: student leadership experience during university studies and extensive knowledge of and involvement in UWaterloo, including an overall understanding of the organization of UWaterloo services and departments.
- Beneficial: background in teaching, undergraduate recruitment, marketing, sales, public speaking, and/or public relations.

Knowledge/Skills/Abilities

- Essential: at least 21 years of age with a valid driver's licence, Driver's Abstract Validation (uncertified) and satisfactory Vulnerable Sector Police Check results.
- Able to work extended hours and irregular hours. Able to stand long periods of time, as well as the ability to lift light to moderately heavy boxes
- Essential: satisfactory level of comfort with independent travel, navigation in unknown cities, and extended stays in hotels.
- Maintains awareness of applicable cultural/regional interpersonal expectations, travel advisories and sensitivities in targeted markets. Where appropriate - tailors behaviour, appearance, clothing (etc.) prioritizing representing the University of Waterloo professionally.
- Ability to speak credibly about all aspects of academic and university life, including undergraduate recruitment and admissions, Canadian and international education systems, transition issues, academic programs, co-op system of study, financing, residence, student life and success, and success after graduation.
- Demonstrated ability to think under pressure and on the fly and to respond quickly to change.
- Awareness of and sensitivity to cultural, language, religious, political, socio-economic, and other relevant factors in UWaterloo's recruitment markets.
- Proven presentation skills and public speaking skills sufficient to provide effective, credible, and positive representation of UWaterloo at high schools and on- and off-campus educational events.
- Beneficial: clear understanding of prospective student audiences, coupled with knowledge of student recruitment marketing and enrolment management principles
- Strong organizational and problem-solving skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Essential: ability to influence and motivate others.
- Ability to work independently and within a team, fostering mentorship amongst colleagues.
- Advanced proficiency in MS Office Suite.

Nature and Scope

- **Contacts:** Internally, communicates with colleagues at St. Jerome's, in M&UR and other departments and groups to ensure the success of undergraduate recruitment initiatives so that UWaterloo can continue to attract high-quality students; externally, communicates with a wide variety of audiences to deal with, influence, and motivate others to achieve university undergraduate enrolment management goals.
- **Level of Responsibility:** Implements a university-wide function or process to ensure the success of high school recruitment initiatives, which represent a crucial component of the overall undergraduate recruitment and admissions strategic marketing plan and have a significant impact on UWaterloo's reputation, enrolment management objectives, and revenue.

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- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing undergraduate recruitment visits; determines the optimal course of action to solve problems and to exert a positive influence on key recruitment audiences; makes independent decisions while travelling to ensure the effective outcome of their undergraduate recruitment visits.
 - **Physical and Sensory Demands:** While on campus: minimal demands typical of a position operating within an office environment; while travelling: possible disruptions in lifestyle, unusual hours/schedules, overnight stays in hotels, and constant alertness required during travel; during both on- and off-campus events and presentations: requirement to remain physically and mentally alert, must work well under pressure and maneuver in unfamiliar environments, lifting of light to moderately heavy recruitment materials.
 - **Working Environment:** While on campus: minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project-implementation responsibilities, including intermittent work outside the normal operating hours of the institution; while traveling: frequent long-distance driving or flying, standing for long periods, living in hotels and spending time away from the office and home, necessity of putting personal/social activities on hold.
 - **Mental Stress:** While travelling: additional hours of work and prolonged absences from office and home, multiple and/or tight deadlines related to the expectation that correspondence and responses to accumulated email inquiries be dealt with even during absences from the office, increased stress during travel caused by tight scheduling that maximizes effectiveness in a market and consequent pressure resulting from unplanned events such as traffic delays and inclement weather.