

**Nipissing University**  
**POSITION DESCRIPTION**

<b>POSITION TITLE:</b>	Student Recruitment Officer, Domestic High School Focus
<b>DEPARTMENT:</b>	Registrar's Office
<b>CLASSIFICATION:</b>	Coordinator A
<b>WAGE GRADE:</b>	50
<b>EMPLOYMENT DEFINITION:</b>	Full-Time Support Staff
<b>SUPERVISOR:</b>	Associate Registrar, Recruitment

**SUMMARY OF FUNCTIONS:**

Reporting to the Associate Registrar, Recruitment, the Student Recruitment Officer (SRO) will work within a team environment and plays an important role in Nipissing University's recruitment activities, as part of the front line team responsible for building awareness and growing enrolment at the institution.

The SRO will provide forward facing customer service and engage in correspondence and follow-up with internal and external contacts including prospective students, supporters, guidance counsellors, teachers, professors, and other Nipissing University representatives. The SRO will also coordinate a number of portfolio specific campaigns and efforts to better serve their designated student population: Domestic High School Students.

**DUTIES & RESPONSIBILITIES:**

**RECRUITMENT**

**(65%)**

- Learn and maintain a working knowledge of Nipissing University's programs, admissions policies, student support services, financial aid, residences, athletics, and any other aspects of the university that largely impacts any prospective students
- Learn and maintain knowledge of Nipissing University's programs, admissions, financial aid, student support services, residences, and other aspects of the university that would largely impact students applying from a Canadian high school
- Develop and facilitate flexible information sessions to highlight the Nipissing University experience and advantages to positively influence prospective students
- Deliver information sessions to large groups held in secondary schools, community colleges, other universities and convention/conference facilities and participate in individual conversations with students and their parents
- Coordinate individual travel arrangements associated with recruitment including but not limited to confirming visits, booking hotels, managing rental vehicles, and any other logistics as required
- Coordinate logistical planning of out-of-province travel to events such as, but not limited to, the Canadian Universities Event (CUE), as well as assisting with the 101 (Ontario High School) travel season schedules and staff travel schedules
- Arrange bookings, maintain an up to date contact list for all Canadian guidance counselors, contact guidance counselors to schedule visit, and any other aspects of fall travel booking using the CRM system, under the supervision of the Associate Registrar
- Assist with the Campus Tour Ambassador Program to strengthen the campus tour program and conduct campus tours
- Maintain knowledge of the campus tour route and information, provide tours when necessary or appropriate

## Communications/Office Coordination

(20%)

- Coordinate long term pre-planning, and “in the moment” posting of social media content for all platforms that the recruitment team adopts involving content creation for up to 3 months’ worth of daily posts through the CRM and individual social media applications
- Shared coordination responding to messages received through the social media accounts
- Maintain communication with students and supporters using the university provided call phone to respond to calls and texts in line with Nipissing University guidelines and guidelines set out by the Associate Registrar for the recruitment team
- Assist in planning and executing communication campaigns targeting prospective students that are currently attending high school through any medium such as mail, email, phone, text, or others as they arise
- Responsible for the creation of mass email campaign content for prospective students to be delivered through the CRM, this includes the creation of individual campaigns throughout a recruitment cycle that specifically targets unique groups of students at various stages of the admissions process
- Provide backup reception duties within the Student Recruitment Office including answering the telephone and receiving campus visitors
- Liaise with/chaperone special guests to campus/North Bay when necessary
- Adapt to new communication techniques and platforms as they are adopted by the recruitment team

## REPORTING

(5%)

- Conduct research and prepare statistics/other reports that are in line with the current trends in post-secondary recruitment for Domestic High School Students.
- Maintain Customer Relationship Management database.
- Input prospective student data into database, especially during peak travel season.
- Draft summary reports at the end of the Fall and Winter travel seasons.
- Create regular reports on the progress of leads, applications, conversion, and enrolment.
- Report on competitor analysis and market research

## EVENTS

(10%)

- Assist with the planning/development, organization, hosting and representing at on and off-campus recruitment events, such as, the campus tour program, guidance counselor breakfast, special campus visit events (Open House and group tours) and the Ontario Universities’ Fair
- Assist with the planning, organization and hosting of school visit days where Nipissing hosts high school students
- Assist other departments by providing tailored presentations when they are hosting groups of high school students for departmental events/efforts
- Assist with all events, when necessary, related to any recruitment campaign regardless of target applicant type

Any other duties as assigned

## QUALIFICATIONS:

**Education:** University undergraduate degree, preferably from Nipissing University

*Training and/or experience may be substituted for formal academic training at the discretion of the University.*

## Training, Experience, Knowledge & Skills Required:

- One to two years of experience in customer service and student recruitment

- Proven sales/recruitment/liaison experience, knowledge and skills
- Strong communicator with effective written, presentation and oral communications, and interpersonal skills (Bilingualism is an asset)
- Customer service focused
- Knowledge of Nipissing University programs/policies and the Ontario university system
- Strong time management, organizational and multitasking abilities
- Strong experience using CRM systems
- Ability to deal courteously and effectively with tact and diplomacy
- Ability to portray a positive and professional image
- Team player, with the ability to work independently
- Ability to think both creatively and strategically
- Excellent judgment
- Ability to work under pressure and work in a changing environment
- Ability to maintain confidentiality
- Excellent working knowledge of various computer software packages
- Valid G class Ontario driver's license
- Must have current a criminal record check/vulnerable sector check (i.e. not have been convicted of a criminal offence for which a pardon has not been granted)

## **RELATIONSHIPS/CONTACTS**

**Supervised by:** Associate Registrar, Recruitment

**Internal Contacts:** Staff, faculty, students, NUSU, NUSA

### **External Contacts:**

- Prospective students/applicants
- Parents, family members and supporters of prospective students
- High school guidance counsellors, teachers and principals
- Representatives from colleges and universities, as well as community agencies

## **MATERIALS UTILIZED:**

- Nipissing recruitment materials (student guides, college transfer guides, academic calendar, website, videos, photography, social media)
- Computer Telephone, Photocopier, Smartphone, Tablet, GPS Unit
- Software: Microsoft Office, Customer Relationship Management System (GreyMatter), Microsoft Teams, Internet, email, etc.
- Automobile (rental)
- University issued credit card
- Policy and Procedure Manual
- Strategic, Academic and Marketing and Recruitment Plans

## **PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS**

- Moderate lifting, carrying, climbing relating to representing the University at events
- Visual and mental concentration
- May encounter loud environments during large recruitment events

- Extensive Travel, approximately 50 – 75% travel is required during the peak recruitment season; September – April (if budgetary approval is received). Travel includes days away from the campus most weeks. Travel in the winter months is required. Travel in the GTA and on 400 series highways is required.
- Regular interaction (phone/email/text/in-person) with internal and external representatives
- Several conflicting deadlines
- Flexible work schedule, with regular evening and weekend hours, in order to accommodate the needs of prospective students and colleagues
- Shared work space

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I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

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Employee Name (Please print)

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Employee Signature

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Date

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**Approvals**

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Supervisor

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Date

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Human Resources

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Date