

Nipissing University
POSITION DESCRIPTION

POSITION TITLE:	Student Recruitment Officer – Mature & Transfer Focus
DEPARTMENT:	Registrar's Office
EMPLOYMENT DEFINITION:	Full-Time Support Staff
WAGE GRADE:	50
SUPERVISOR:	Associate Registrar, Recruitment
DATE LAST REVISED:	August 2020

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. This customer service will be provided to all potential future Nipissing students, regardless of the type of applicant. The SRO will also manage a number of portfolio specific campaigns and efforts to better serve their designated student population: Mature and Transfer Students. The hours of work may rotate and be flexible depending on the needs of the department. The Student Recruitment Officer will be notified in advance of any changes to the regularly scheduled shifts as outlined in Article 22.02 of the collective agreement.

DUTIES & RESPONSIBILITIES:

I) RECRUITMENT

(65%)

- Learn, and maintain a working knowledge of Nipissing University's programs, admissions policies, student support services, financial aid, residences, athletics, and any and all other aspects of the university that largely impacts any prospective students.
- Learn, and maintain detailed knowledge of Nipissing University's programs, admissions, financial aid, student support services, residences, and other aspects of the university that would largely impact Mature and Transfer prospective students.
- Develop and facilitate flexible and polished information sessions to highlight the Nipissing University experience and advantages to positively influence prospective students, thus contributing to Nipissing University's recruitment and retention strategies.
- Deliver information sessions held in secondary schools, community colleges, other universities, and convention/conference facilities. Sessions may involve individual conversations with students and their parents and/or presentations to groups of up to 200 people.
- Have meetings, and maintain positive relationships, with pathways coordinators in colleges and community stakeholders.
- Responsible for making all individual travel arrangements associated with recruitment including but not limited to confirming visits, booking hotels, managing rental vehicles, booking flights, and any other logistics as required. The position involves extensive travel throughout Ontario during late September, October, November, February, and March, to support provincial high school recruitment efforts.
- Travel outside of Ontario for pathways events targeting Mature and Transfer students is possible.
- This position requires a lot of evening and weekend work.

- Responsible for the logistical planning of the College travel season. Including correspondence with college coordinators, scheduling of all visits, management of all travel needs, management and review of all support materials such as but not limited to the mature and transfer student guide, program brochures, resource guides, publications, and promotional items.
- Responsible for assisting the 101 specialist with the logistical planning of Ontario High School fall travel schedules if required.
- Actively seek out internal and external strategic partnerships or opportunities to advocate for, and grow the representation of, Mature and Transfer students in Nipissing's recruitment efforts.
- Make strategic recommendations based on past data about which college and transfer fair and events Nipissing should attend.
- Responsible for making strategic budget decisions with the assistance of the Associate Registrar of Recruitment.
- Attend all college and transfer events if possible. Where it is not possible, train and brief another recruiter to handle the event.
- Stay up to date on trends in post-Secondary transfer credit policies and agreements in Nipissing University and across Ontario.
- Plan, develop, implement, award, and report on the strategic delivery of college student financial awards.
- 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.
- Assist in the training of seasonal staff to prepare them to represent Nipissing University and familiarize them with their travel schedules.

II) Communications/ Office Coordination

(20%)

- Coordinate for long term pre-planning, and "in the moment" posting of social media content for any and all platforms that the recruitment team adopts. This involves content creation for up to 3 month's worth of daily posts and management of this content through the CRM and individual social media applications.
- Shared responsibility for managing the direct messages received through the social media accounts.
- Maintain individual communication with students and supporters using the university provided cell 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 Mature & transfer prospective students through any medium such as mail, email, phone, text, or others as they arise.
- Responsible for the creation of mass email campaign content for Mature & Transfer prospective students to be delivered through the CRM and partner providers such as SchoolFinder. This includes creation of upwards of 500 individual campaigns throughout a recruitment cycle that specifically targets unique groups of students at various stages of the admissions process.
- Make sure that promotional materials targeting Mature & Transfer students are accurate and up to date.
- Responsible for in-depth, on-going, case management with students often requiring additional support and extensive liaising across university departments.
- Assist with maintenance and updating of any mature or transfer focused licenses for third party promotional platforms (such as SchoolFinder and others)
- Act as a back-up in order to provide 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.
- Flexibility to manage new communication techniques and platforms as they are adopted by the recruitment team.

III) REPORTING

(5%)

- Conduct research and prepare statistics/other reports that are in line with the current trends in post-secondary recruitment for Mature and Transfer 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 Mature and Transfer leads, applications, conversion, and enrolment.
- Competitor analysis and market research

IV) EVENTS

(10%)

- Assist with the planning/development, organization, hosting and representing at on and off-campus recruitment events, such as but not limited to, the campus tour program, graduate and professional studies fair, special campus visit events (Open House and group tours) and the Ontario Universities' Fair.
- Assist other departments by providing tailored presentations when they are hosting students.
- Assist with all events, when necessary, related to any recruitment campaign regardless of target applicant type.
- Assist with the planning, development, and execution of any and all special event days designed specifically for, or containing components targeted towards, mature and transfer students (e.g. college transfer breakout sessions).

Any other duties as assigned by Supervisor.

QUALIFICATIONS:

Education: University undergraduate degree, preferably from Nipissing University. (Preference given to applicants holding an Ontario College Diploma in addition to their university degree)

Skills/Abilities, Training & Experience:

- 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
- Knowledge of the Canadian college programs and pathways
- Familiarity with ONCat
- 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).

POSITION RELATIONSHIPS:

Supervised by: Associate Registrar, Recruitment

Workers supervised: Student Employees

Interpersonal relationships/personal contacts:

Internal: Staff, faculty, students, NUSU, NUSA

External:

- 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:

- Moderate lifting, carrying, climbing relating to representing the University at events
- Visual and mental concentration
- Extensive travel
Loud and chaotic environments during large events

WORKING CONDITIONS

- Approximately 50 – 75% travel is required during 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. Travel outside of Ontario 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

POSITION TITLE: Student Recruitment Officer
October, 2018

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.

Employee Name (Please print)

Employee Signature

Date

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Approvals

Supervisor

Date

Human Resources

Date