

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

<b>POSITION TITLE:</b>	Student Recruitment Officer
<b>DEPARTMENT:</b>	Registrar's Office
<b>EMPLOYMENT DEFINITION:</b>	Full-Time Support Staff Contract
<b>WAGE GRADE:</b>	50
<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 play 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 travel throughout Ontario to spread awareness of Nipissing University. The SRO will be responsible for creating meaningful, and informative relationships and engaging in correspondence and follow-up with internal and external contacts including prospective students, supporters, guidance counsellors, teachers, professors, and other Nipissing University representatives.

This position will require extensive travel across Ontario, as well as regular evening and weekend work. Candidates must be available for the Ontario Universities Fair in October and our Fall Open House in November. 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 the Article 22.02 of the collective agreement.

**DUTIES & RESPONSIBILITIES:**

**SALES/RECRUITMENT**

**(80%)**

- Develop and facilitate 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 locations, and convention/conference facilities. Sessions may involve individual conversations with students, their supporters and/or presentations to groups of up to 300 people
- Maintain thorough knowledge of Nipissing University programs, admission procedures, facilities, student services and unique selling points. Update recruitment information on relevant websites, engage in social media promotion
- Responsible for making travel arrangements associated with participation in Nipissing's school visits program for fall recruitment. The position involves extensive travel throughout Ontario during September, October and November along with evening and weekend work
- Respond to inquiries in person, on the phone and via email and social media
- Assist with the Campus Tour Ambassador Program to strengthen the campus tour program and conduct campus tours when required
- Assist with mail-outs and other administrative duties in the department
- Assist with online information sessions and call campaign programs
- Assist in maintaining a professional social media presence on NUREcruitment official accounts

## REPORTING

(10%)

- Conduct research and prepare statistics/other reports that are in line with the current trends in post-secondary recruitment
- Maintain Customer Relationship Management database
- Input prospective student data into database in a timely manner
- Draft summary reports at the end of the fall travel season

## 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
- Act as a back-up in order to provide reception duties within the Student Recruitment Office including answering the telephone and receiving campus visitors

*Any other duties as assigned.*

## QUALIFICATIONS:

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

### Training, Experience, Knowledge & Skills Required:

- One to two years of experience in customer service and/or 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
- 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)
- General office equipment
- Software: Microsoft Office, Customer Relationship Management System (Greymatter CRM), Internet, email, etc.
- Automobile (rental)
- Policy and Procedure Manual
- Strategic, Academic and Marketing and Recruitment Plans

**PHYSICAL/MENTAL DEMANDS AND WORKING CONDITIONS:**

- Moderate lifting, carrying, climbing relating to representing the University at events
- Visual and mental concentration
- Extensive individual travel
- Regular interaction (phone/email/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.

\_\_\_\_\_  
Employee Name (Please print)

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

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**Approvals**

\_\_\_\_\_  
Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Human Resources

\_\_\_\_\_  
Date