

Nipissing University
JOB DESCRIPTION

JOB TITLE:	Student Recruitment Officer, Program Launch Focus
DEPARTMENT:	Registrar's Office
CLASSIFICATION:	Coordinator B
WAGE GRADE:	WG 60
EMPLOYMENT DEFINITION:	Full-time Support Staff Contract
SUPERVISOR:	National Recruitment Supervisor
DATE CREATED/REVISED:	October 2026

SUMMARY OF FUNCTIONS:

Reporting to the National Recruitment Supervisor and working closely with the Associate Registrar, Recruitment, the Student Recruitment Officer, Program Launch Focus (SRO) is part of Nipissing University's front-line student recruitment team, with dedicated responsibility for supporting the launch and recruitment of students for the Bachelor of Community Planning. The SRO builds awareness of the new program, develops clear and engaging communications for prospective students, delivers information sessions and school presentations, and conducts targeted outreach and follow-up with prospective students, supporters, guidance counsellors, teachers, and other internal and external community partners.

The SRO develops program-specific recruitment materials and campaigns, maintains prospective-student and outreach records in the Customer Relationship Management (CRM) system, and supports all aspects of prospective student engagement, applicant conversion and other recruitment activities required for a successful new program launch. Travel within Ontario may be required. Hours of work may rotate and be flexible depending on departmental needs, with notice provided in accordance with Article 22.02 of the collective agreement.

DUTIES AND RESPONSIBILITIES:

PROGRAM RECRUITMENT AND OUTREACH

(45%)

- Learn and maintain detailed working knowledge of the Bachelor of Community Planning program, including curriculum, admission requirements, experiential learning opportunities, career pathways, student supports and other information relevant to prospective students and supporters
- Develop and deliver engaging, audience-appropriate presentations and information sessions that explain the program, its value, learning experience and application process for various audiences
- Deliver presentations and information sessions to secondary schools, guidance counsellors, school boards, community organizations, campus visitors and other audiences, both in person and virtually
- Conduct proactive outreach to secondary schools, guidance counsellors, teachers and relevant school or community contacts to build awareness, schedule presentations and create opportunities for student engagement

- Build and maintain a contact lists for schools, educators, community organizations and other partners connected to planning, geography, civics, environmental studies, Indigenous studies, social sciences and related areas
- Engage with prospective students and supporters through individual advising conversations and timely follow-up by email, phone, text, virtual appointments, and in-person meetings
- Participate in approved recruitment travel, including school visits, fairs, community outreach and other program-specific recruitment activities
- 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
- Work with faculty and internal partners to identify outreach opportunities, presentation topics, and program features that support the launch and growth of the program
- Support applicant conversion activities by responding to questions and connecting prospective students with faculty, admissions and student-service contacts, when appropriate

COMMUNICATIONS, CONTENT, AND CRM

(35%)

- Monitor and respond to prospective-student inquiries through various communication channels, ensuring timely and accurate information is provided
- Working closely with the Nipissing University Marketing team, develop and maintain recruitment content across print, digital and event-based channels for the Bachelor of Community Planning
- Plan and write targeted email communications for prospective students, applicants and supporters at different stages of the recruitment and admissions cycle
- Coordinate communication campaigns using various platforms ensuring content is timely, consistent and aligned with approved University branding and program messaging
- Review and update program recruitment content in response to changes in curriculum, admissions information, deadlines, frequently asked questions and audience needs
- Prepare summaries and reports of communications, campaigns, lead activity, prospective-student feedback, and recommend practical adjustments to messaging, audiences, timing and follow-up

GENERAL RECRUITMENT SUPPORT

(20%)

- 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 impact prospective students
- Support applicant conversion and enrolment goals by building relationships with prospective students and their supporters, providing personalized guidance, responding to inquiries, and connecting students with appropriate university resources throughout the decision-making process
- Provide support for campus tours, group visits, and visitor experiences, helping to ensure prospective students and their supporters receive a welcoming, informative, and engaging introduction to Nipissing University
- Contribute to the day-to-day operations of the Recruitment team by preparing materials, supporting special projects and departmental initiatives, assisting during peak periods, and providing front-line support as operational priorities evolve

Any other duties as assigned.

QUALIFICATIONS:

Education: University undergraduate degree, preferably from Nipissing University. A degree in Marketing, Sales, Geography, or related disciplines would be considered an asset.

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, student recruitment, outreach, communications, marketing, or a related field
- Proven recruitment, liaison, outreach or relationship-building experience
- Strong written communication and content-development skills, with the ability to translate detailed program information into clear, engaging and audience-appropriate messages
- Proven presentation, facilitation, and public-speaking skills for in-person and virtual audiences
- Experience creating email communications, presentations, information-session content, and web or social media content
- Strong ability to communicate professionally with prospective students, supporters, educators, and community partners
- Knowledge of Nipissing University programs/policies and the Ontario university system
- Familiarity with community planning, related disciplines or relevant career pathways would be considered an asset
- 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 licence – full G level
- 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: National Recruitment Supervisor, working closely with the Associate Registrar, Recruitment

Internal Contacts: Staff, students, faculty

External Contacts:

- Prospective students/applicants,
- Parents, family members and supporters of prospective students
- High school guidance counsellors, teachers, principals, school-board contacts and educators
- Representatives from colleges, universities and community agencies
- Community organizations, municipalities, Indigenous communities and organizations, professional or sector contacts, and other partners relevant to program outreach

MATERIALS UTILIZED:

- General Office Equipment
- Collective agreements
- Software: Microsoft Office, Customer Relationship Management (CRM) System, Microsoft Teams, Internet, email, etc.
- Nipissing University Academic Calendar
- Nipissing recruitment materials (student guides, college transfer guides, academic calendar, website, videos, photography, social media)
- Strategic, Academic and Marketing and Recruitment Plans
- Automobile (rental)
- University issued credit card

PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS

- Regular interaction by phone, email, text, video conferencing, and in person with internal and external contacts
- Frequent presentation delivery, writing, content development and computer-based work requiring sustained visual and mental concentration
- Moderate lifting, carrying and setup of recruitment displays or materials at events
- Travel within Ontario may be required, subject to operational needs and budget approval
- Travel may include day trips, overnight stays, winter driving, travel in the Greater Toronto Area and driving on 400-series highways
- Multiple concurrent projects and deadlines in a fast-paced, rapidly changing environment.
- May encounter loud, busy environments during large recruitment events
- Flexible work schedule, with regular evening and weekend hours, in order to accommodate the needs of prospective students and colleagues
- Shared workspace

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