

Nipissing University
POSITION DESCRIPTION

POSITION TITLE:	Student Recruitment Officer
DEPARTMENT:	Registrar's Office
EMPLOYMENT DEFINITION:	Full-Time Support Staff Contract
WAGE GRADE:	50
SUPERVISOR:	Associate Registrar, Recruitment
DATE LAST REVISED:	March 2019

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 sales team responsible for building awareness and growing enrolment at the institution.

The SRO will provide 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.

DUTIES & RESPONSIBILITIES:

I) SALES/RECRUITMENT

(75%)

- 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 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.
- 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 late September, October and November along with evening and weekend work.
- Contribute to Nipissing University's communication with prospective students to foster influential relationships to reach annual conversion targets. Conversion activities include: assisting with the prospective student call campaign, follow-up visits to high schools, involvement with mass mailings, assisting in the preparation of print and electronic materials for distribution, supporting social media strategies, direct responses to email, phone and written requests for information and the maintenance of the prospective student database. The majority of communications involvement will relate to individuals and groups external to the University.

- 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.
- Assist with mail-outs and other administrative duties in the department.
- Assist with online information sessions and call campaign programs.

III) REPORTING

(15%)

- 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, especially during peak travel season.
- Draft summary reports at the end of the Fall and Winter travel seasons.

II) 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 by Supervisor

QUALIFICATIONS:

Education: University undergraduate degree, preferably from Nipissing University.

Skills/Abilities, Training & Experience:

- One to two years of experience in sales 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
- 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: None

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)
- Computer Telephone, Photocopier, Smartphone, Tablet, GPS Unit
- Software: Microsoft Office, Customer Relationship Management System (Hobsons' Connect CRM), Internet, email, etc.
- Automobile (rental)
- Policy and Procedure Manual
- Strategic, Academic and Marketing and Recruitment Plans

PHYSICAL/MENTAL DEMANDS:

- Light to moderate lifting, carrying, climbing relating to representing the University at events
- Visual and mental concentration

WORKING CONDITIONS

- Extensive travel for approximately 75% of the academic year is required involving days away from the campus most weeks. Travel in the winter months is required
- 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

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

Approvals

Supervisor

Date

Human Resources

Date