

Nipissing University

JOB DESCRIPTION

JOB TITLE:	Student Recruitment and Advising Officer
DEPARTMENT:	Office of the Registrar
CLASSIFICATION:	Coordinator B
WAGE GRADE:	WG 60
EMPLOYMENT DEFINITION:	Permanent Full-Time
SUPERVISOR:	Associate Registrar, Recruitment

SUMMARY OF FUNCTIONS:

Reporting to the Associate Registrar, Recruitment, the Student Recruitment and Advising Officer will support students through their recruitment process and into their first year of studies with the university.

The Student Recruitment and Advising Officer will travel throughout Ontario to spread awareness of Nipissing University. They will be responsible for creating meaningful, and informative relationships and engaging in correspondence and follow-up with internal and external contacts including prospective students, current students, supporters, guidance counsellors, teachers, professors, and other Nipissing University representatives. The Student Recruitment and Advising Officer will provide support to future and new undergraduate students in making informed decisions regarding their application and course selection for their first year.

This position requires extensive travel and regular evening and weekend work. Candidates must be available for Open House Events as well as the Ontario Universities Fair. The Student Recruitment and Advising 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:

Student Recruitment/Advising

(60%)

- 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
- Develop and facilitate information sessions to provide all first year students (domestic, international, high school, mature, and transfer) with information about their academic requirements
- Deliver information sessions held on campus and off campus in universities, colleges, secondary schools, community locations, and convention/conference facilities. Sessions may involve individual conversations with students and their parents and other supporters and/or presentations to groups of up to 300 people
- Deliver virtual information sessions and hold virtual student meetings on a number of platforms
- Maintain thorough knowledge of Nipissing University programs, academic policies, key academic dates & deadlines, admission procedures, facilities, student services and unique selling points. Update information on relevant websites and resources as needed
- Assist applicants and first year students in the Faculty of Arts & Science and Faculty of Education & Professional Studies in the development of educational planning, including choosing program of study and/or clarifying educational goals, to guide the student through the decision making process

- Provide first year students with information about alternatives, limitations and potential consequences of academic decisions (e.g. adding, dropping and withdrawing from courses; change of program, and/or transfer institution)
- Identify new students admitted on academic probation, and advise on available academic options, including policies relating to academic standing and progression
- Make referrals to appropriate campus resources, including personal counseling, as well as academic skills, etc. as necessary to support first year student transition and retention
- Assist first year students with course selection and building conflict-free timetables by helping them problem-solve and prioritize their options.

Clerical Support

25%

- Monitor course enrollment and inform the Associate Registrar, Academic Policy & Advising of any issues; i.e. full-courses make recommendations to Dean and/or Registrar regarding course availability and waiting lists based on program demand and course availability
- Maintain confidential student records for integrity, accuracy, consistency, decision making for students advised
- Responsible for making travel arrangements associated with participation in Nipissing's school visits program for fall and winter recruitment. The position involves extensive travel throughout Ontario from September through March, along with evening and weekend work
- Respond to inquiries in person, on the phone and via email and social media
- Create, schedule, post, and evaluate social media content on official department channels (Facebook, Instagram, Youtube, etc.)
- Assist with mail-outs and other administrative duties in the department
- Act as a back-up in order to provide reception duties including answering the telephone and receiving campus visitors
- Conduct research and prepare statistics/other reports that are in line with the current trends in post-secondary recruitment
- Maintain Customer Relationship Management (CRM) database
- Deliver a comprehensive report, using both qualitative and quantitative information
- Ensure prospective student data is collected and input into the CRM system in a timely manner
- Assist with the development and maintenance of course blocks for new students and coordinate with program areas to ensure accuracy and scheduling

Events

10%

- Assist with the planning/development, organization, hosting and representing at on and off-campus events, such as, the campus tour program, special campus visit events (Open Houses and group tours), the Ontario Universities' Fair, and New Student Orientation among others
- Develop and facilitate activities related to first year course selection for New Student Orientation

Other

5%

- Assist in refining and expanding of the overall academic advising process including the organization of individual and group advising, as well as web advising
- Assist with the Campus Tour Ambassador Program to strengthen the campus tour program and conduct campus tours when required
- Participate in regular team meetings with both the Recruitment and Academic Advising Teams

Any other duties as assigned.

QUALIFICATIONS:

Education: A Bachelor's degree (preferably from Nipissing University) with additional training in advising or an equivalent combination of education and experience.

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 relevant experience in an academic setting
- 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
- Experience managing social media accounts
- Knowledge of Nipissing University programs/policies and the Ontario university sector
- Strong time management, organizational and multitasking abilities
- Ability to work independently as well as a member of a team
- Ability to deal courteously and effectively with tact and diplomacy
- Team player, with the ability to work independently
- Ability to think both creatively and strategically
- Ability to work under pressure and work in a changing environment
- Ability to maintain confidentiality
- Excellent working knowledge of various computer software packages
- Valid Full 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: Faculty, staff, students, NUSU

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 University Academic Calendar
- Computer workstation including various software applications
- Nipissing recruitment materials (student guides, college transfer guides, academic calendar, website, videos, photography)
- General office equipment
- Software: Microsoft Office, Customer Relationship Management (CRM) System Datatel, Waitwhile, Social Media Platforms, Internet, email, etc.
- Automobile (rental)

- Policy and Procedure Manual
- Strategic, Academic and Marketing and Recruitment Plans

PHYSICAL / MENTAL DEMANDS & WORKING CONDITIONS:

- Comfortable work environment with light to sedentary demands
- Visual/listening concentration
- Frequent interruptions
- 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
- Shared workspace
- Extensive travel - 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

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