

Nipissing University
POSITION DESCRIPTION

POSITION TITLE:	Recruitment Tours and Events Coordinator
CLASSIFICATION:	Coordinator B
DEPARTMENT:	Student Recruitment, Registrar's Office
WAGE GRADE:	WG 60
EMPLOYMENT DEFINITION (STATUS):	Full-time Support (12-Month Contract)
SUPERVISOR:	Associate Registrar, Recruitment

SUMMARY OF FUNCTIONS

Reporting to the Associate Registrar, Recruitment the Recruitment Tours and Events Coordinator is responsible for providing leadership, support and professional expertise in the planning and execution of student recruitment events and the campus tours program.

The Coordinator will work with many members of the University community, as well as with community partners and suppliers, to collaboratively plan and execute high quality events and functions in support of Nipissing's strategic recruitment priorities. The Coordinator will be responsible for overseeing the campus tour program. This involves selection, scheduling, and training, of student employees, as well as, critical evaluation, development, and maintenance of a strategic tour program.

The hours of work may rotate and be flexible depending on the needs of the department. Events and tours are regularly held in the evening and on weekends and the Coordinator will be required to work a flexible schedule. The Recruitment Tours and Events Coordinator 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 AND RESPONSIBILITIES

Recruitment Event Leadership and Planning (40%)

- Create and maintain plans, templates, timelines and budgets for approval, to support the goals and successful execution of each student recruitment event; ensuring that the University's image is consistently and appropriately represented
- Identify all requirements for the event (catering, AV, physical set-up, space bookings, parking, signage, décor, etc.); develop a professional and creative event design (physical setting, theme, décor, etc.); engage/collaborate with other departments and source/secure external vendors to ensure successful execution
- Coordinate event timing to accommodate participant schedules
- Maintain detailed event files for use during event execution and for future reference
- Provide regular progress updates to involved partners

- Coordinate daily priorities and be proactive in raising important items and conflicts to appropriate partners
- Coordinate post-event debrief meetings with partners and develop guidelines for improvements to future events
- Create event overviews, briefing/speaking notes for participants/speakers/ management
- Recruit, and coordinate employee and volunteer support for events (or collaborate with other departments to do the same)
- Execute professionalism in speech, dress and all aspects of interfacing with both internal and external partners/guests; network with community partners to advance the University's priorities
- Represent the University on event planning committees, which may include external representatives
- Work with the External Relations team to ensure all marketing, communications/media and recruiting needs are considered and addressed
- Through effective and thorough planning, as well as adaptability, mitigate any risks associated with each event to ensure successful execution and positive impact on the University's reputation
- Attend events to ensure all elements of events are well executed; oversee and participate in set-up up and tear-down before and after each event; attend to any outstanding details and last-minute requirements
- Produce event materials (signage, name tags, invitation and program copy) and collaborate with Marketing to develop promotional materials and promote events (invitation, internal communication, program and poster design, media, advertising, social media, photography/videography, etc.)
- Post necessary signage
- Greet guests and provide guidance
- Manage invitation and RSVP lists
- Be familiar with and support use of AV and other equipment

Tour & Student Volunteer Program Development and Coordination

(40%)

- Assist in the hiring of suitable student employees and volunteers
- Develop and deliver a thorough and robust training program for student employees and all volunteers
- Document and critically evaluate the tours program on an ongoing basis
- Give tours when necessary
- Develop and maintain a reliable list of student volunteers for tours or events
- Record and evaluate statistics gathered from the tour program and events
- Scheduling of student employees and assistance with their timesheet submissions
- Organize appreciation events and professional development efforts for student employees and volunteers
- Work collaboratively with the Recruitment Coordinator to manage all tours functions on Customer Relationship Management software, websites, and any other places it may appear
- Connect with internal partners on a regular (minimum yearly) basis to keep tour route and information up to date

Administrative Duties

(20%)

- Maintain inventory control for event equipment (pop-up banners, signage, decorations, etc.)
- Maintain event calendar
- Edit printed materials
- Draft correspondence for both internal and external event stakeholders and guests
- Maintain thorough and organized event evaluations for planning purposes
- Organize all event documentation (summaries, evaluations, invoices, schedules, etc.) into well-maintained folders in a shared network drive
- Schedule and attend meetings - take and circulate meeting minutes

- Assist in identifying and sourcing supplies and promotional items
- Establish and maintain an organized storage area for event related materials and support the general organization of the Office
- Maintain tours and events assets in the customer relationship management software
- Work collaboratively with the Recruitment Coordinator to manage tours and events data
- Create and provide regular reports for all event and tours activities
- Other administrative support, as required

Other duties as assigned.

QUALIFICATIONS

Education: A University degree in a related field (i.e. Business/Marketing, Hospitality, Event Planning, Communications, etc.) is required.

Training and/or experience may be substituted for formal academic training at the discretion of the University.

Training, Experience, Knowledge & Skills Required:

- One to three years of relevant work experience
- Experience planning and coordinating large events
- Experience developing and executing event plans, including working with clients to identify and meet goals, quality requirements, budgets and timelines
- Experience working with university students to foster their growth and meet office objectives
- Excellent oral, written and presentation skills
- Thorough knowledge of Nipissing University programs, admission procedures, facilities, student services and unique selling points
- Demonstrated project coordination experience, with the ability to coordinate multiple and complex event projects, on time and on budget
- Self-motivated and self-directed individual that can work independently and as part of a team
- Responds well under pressure and with the logistical requirements needed in event delivery
- Ability to adapt to change in a fast-paced work environment
- Excellent time management and organizational skills
- Strong attention to detail
- Sound judgment in assessing and responding to situations in an appropriate manner
- Demonstrated diplomacy and professionalism at all times
- Proven ability to collaborate with various stakeholders
- Experience working with, coordinating, and motivating staff, students, and volunteers
- Experience interacting with and providing hospitality for high profile guests/clients
- Quick thinker, adaptable, solution-oriented
- Web/social media knowledge/experience would be considered an asset
- Good working knowledge of MS Office suite of software
- Knowledge of the University environment, including function of marketing and recruiting, would be an asset

RELATIONSHIPS/CONTACTS:

Supervised by: Associate Registrar, Recruitment

Internal: Staff, faculty, students

External:

- Prospective students and their parents/supporters and other influencers
- Community supporters/partners/guidance counsellors/teachers
- Suppliers (catering, promotional items, event production companies, etc.)
- High profile guests

MATERIALS UTILIZED:

- Computer and peripherals; software including MS Office Suite and Customer Relationship Management (CM) Software
- General office equipment (telephone, tablet, photocopier/scanner)
- Signage (pop-up displays, step and repeat backdrops, etc.)
- AV equipment (projectors, microphones, screens, etc.)
- Nipissing recruitment materials (student guides, college transfer guides, academic calendar, website, videos, photography)
- Policy and procedures manual

PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS

- Occasional moderate physical exertion, specifically during set-up/take-down of events
- Occasional lifting, carrying, carting materials to/from supplier and/or event
- During events and tours, there will be long periods of standing and walking
- Open concept office
- Frequent conflicting deadlines
- Flexible work schedule, with some evening and weekend hours, in order to accommodate the needs of prospective students and colleagues
- Occasional in-town travel; occasional out-of-town travel for short periods of time
- Required to attend events on and off campus (including set-up/tear-down)

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