

## Job Description

---

<b>Job Title:</b>	Undergraduate Recruitment Coordinator
<b>Department:</b>	Arts Undergraduate Office
<b>Reports To:</b>	Associate Dean: Undergraduate Students, Faculty of Arts
<b>Jobs Reporting:</b>	none
<b>Salary Grade:</b>	USG 8
<b>Effective Date:</b>	October 2017

---

### **Primary Purpose**

The Undergraduate Recruitment Coordinator is accountable to the Associate Deans: Undergraduate Students for implementing the portion of the Faculty's marketing and recruitment plan, which includes relationship building, event strategies, and strategic use of new media. They have functional accountability to the Marketing & Recruitment Specialist.

### **Key Accountabilities**

#### **Recruitment Events**

- Develops marketing action plans for all undergraduate recruitment-related events.
- Leads, implements, and evaluates Faculty/Program-specific events and tours, which are included in the overall Faculty marketing and recruitment plan.
- Act as the first point of contact for prospective students and parents or other influencers, responding to inquiries both in person and via email/phone to provide accurate and timely information about Arts various academic programs.
- Creates, plans, and leads University-wide open house events (e.g., Fall Open House, March Break Open House, You @ Waterloo Day, etc.)
  - Recruits, trains, and manages event volunteers.
- Works with Faculty departments to develop plans for program-specific events.
- Leads and manages the Faculty's participation in the Ontario Universities' Fair.
- Develops in conjunction with the Marketing & Recruitment Specialist other targeted off-campus events as appropriate, based on research and identified emerging Faculty/Program needs.

#### **Relationship Building**

- Develops marketing action plans for all relationship building.
- Builds relationships within Faculty and Departments (e.g., professors, staff, current students, etc.) for support and involvement in recruitment, admissions.
- Builds relationships to cultivate domestic and international students, influencers, and key discipline-specific stakeholders (e.g., Faculty-initiated follow-up from the inquiry management system and with applicants, handwritten letters, response to student inquiries, etc.).
- Acts as the "public face" for the Faculty with recruitment audiences.
- Works with the Marketing and Recruitment Specialist to develop content for presentations (e.g., tours, open house presentations, discipline specific off-campus events).
- Leads confirmation strategies, including, but not limited to, the personal hand-written note, calling campaign, chats, etc.

#### **Recruitment – General Duties**

## Job Description



- Consults with Associate Dean of Arts: Undergraduate Students and the Marketing & Recruitment Specialist to devise undergraduate recruitment relationship building and event strategies and protocols, and determine required research.
- Works in partnership with Marketing & Recruitment Specialist to co-ordinate all event planning, messaging, marketing, relationship-building strategies, and all other strategies to ensure that Faculty and University strategic goals are being met.
- Conducts research to inform strategic direction (and implementation) for relationship-building, event, and outreach initiatives.
- Oversees the day-to-day operations of recruitment social media platforms included in overall Faculty marketing and recruitment strategies.
- Works with the Marketing and Recruitment Specialist to develop content for, and leads training for, Marketing and Undergraduate Recruitment (M&UR) liaison officers, student ambassadors, Faculty student ambassadors, and others involved in delivering recruitment initiatives.

### **Budget**

- Works with the Associate Dean of Arts: Undergraduate Students and the Administrative Coordinator in forecasting annual needs and updating budget expenses to ensure effective budget management.
- Maintains files and provides detailed and accurate budgetary records for relationship-building and event-related activities based on the preliminary budgetary reports generated in the Arts Undergraduate Office.
- Generates regular recruitment-specific budgetary reports, annual cost comparisons, and specific breakdowns per event or initiative.

### **Service to Committees**

- Service to Arts Admission Committee – Policy
  - Provides support to the Faculty's admissions processes and participates in the Admissions Committee activities associated with the admissions cycle.
- Marketing & Undergraduate Recruitment Group
  - Works closely with Marketing & Undergraduate Recruitment team members for a coordinated approach to recruiting for Waterloo, so that centrally developed strategies are mindful of the Faculty's enrollment goals and objectives.
- Attends Admissions Forum and M&UR Roundtable meetings.

### **Supervisor duties**

- Supervises the recruitment co-op student position(s):
  - Oversees, guides, mentors, empowers, and provides sufficient consultation to ensure that s/he meets the goals and expectations of the position
  - Provides appropriate training
  - Performs performance reviews
  - Serves as a key member of the hiring committee;
  - Ensures needs of AUO reception are covered during periods of staff absence.

### **Faculty of Arts Academic Services and Activities**

- Provides administrative or other support for Arts Undergraduate Office initiatives as defined by the Associate Dean: Undergraduate Students.

## **Required Qualifications**

*If hiring today, what would be the required education, experience, knowledge, skills and abilities?*

### **Education**

- BA or equivalent combination of training and experience

## Job Description



### Experience

- Experience leading and managing special events
- Experience managing volunteers for events is preferred.
- Experience in a student engagement, communications, or public relations role.
- Experience building relationships with targeted audiences.
- Experience with the development and delivery of informational presentations.
- Experience working as part of a team in an environment that requires strong time management skills and ability to adapt to a changing environment.
- Experience creating and managing social media campaigns targeted at large and diverse audiences is an asset.

### Knowledge/Skills/Abilities

- Knowledge of student recruitment practices or experience with the 17-20 year-old market desirable.
- Demonstrated ability to act as a spokesperson and representative within various academic and/or public environments
- Ability to provide information to an audience in an engaging, and memorable manner
- Familiarity with social media applications including Facebook, Twitter, Snapchat, and Instagram.
- Valid driver's license is an asset, some local off-campus travel may be required

### Nature and Scope

- **Contacts:** The Recruitment Coordinator works closely with the Faculty of Arts Marketing and Recruitment Specialist to build relationships between the Faculty of Arts and prospective students. The Recruitment Coordinator relies on strong working relationships with undergraduate program coordinators, faculty members, and student volunteers; as well as stakeholders within other UW academic units.  
**External contacts:** The Coordinator interacts primarily with prospective students/applicants, teachers, and parents.
- **Level of Responsibility:** The Recruitment Coordinator is responsible for the development, execution, and evaluation of recruitment events and relationship-building initiatives. Responsible for upholding the Faculty's standards and reputation through all outward-facing interactions. Responsible for training student ambassadors, faculty and staff ambassadors and others involved in delivering recruitment initiatives. Responsible for supervising co-op students hired to support recruitment activity.
- **Decision-Making Authority:** The Undergraduate Recruitment Coordinator is responsible for developing productive and professional relationships with a wide range of stakeholders. As such, the incumbent is responsible for making timely decisions related to the execution of the Arts recruitment and marketing plan. The Recruitment Coordinator makes decisions related to the execution and management of special events and relationship-building strategies within an approved budget.
- **Physical and Sensory Demands:** Commensurate with a busy office environment. For events, some lifting of materials such as boxes is involved.
- **Working Environment:** Mainly an office environment.  
**Travel:** Some travel is required. Examples include participation at the Ontario Universities' Fair, off-campus recruitment meetings or events. One week of international travel a possibility.  
**Working Hours:** Regular working hours, some evening/weekend work required.  
**Risks:** Minimal exposure to disagreeable conditions.