

## Job Description



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<b>Job Title:</b>	Recruitment Operations Coordinator
<b>Department:</b>	Office of the Registrar, Marketing & Undergraduate Recruitment
<b>Reports To:</b>	Associate Director, Marketing Undergraduate Recruitment/Director, International
<b>Jobs Reporting:</b>	N/A
<b>Salary Grade:</b>	USG 7
<b>Effective Date:</b>	August 2021

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### **Primary Purpose**

Within the Marketing & Undergraduate Recruitment (MUR) unit of the Registrar's Office (RO), the Recruitment Operations Coordinator (ROC) leads operations and provides both functional and administrative support in undergraduate recruitment at the University of Waterloo, including a range of activities related to recruitment visits and events, demand generation and operations.

The ROC has a primary responsibility for ensuring the accuracy and completeness of school and counselor data within a Customer Relationship Management (CRM) system, as well as facilitating the import, maintenance, and integrity of prospective student (lead) data in that system. The ROC also maintains and ensures accuracy for other key data and entities in the CRM including records of school visits and application data. The ROC serves as a subject matter expert on the functional operations and contents of the CRM system.

The ROC liaises with recruitment staff, school counselors and other external parties to facilitate recruitment visits and events as well as participating in a support role in events.

The ROC has responsibility for the maintenance of Waterloo's undergraduate study listings on a variety of third-party platforms and websites as well as facilitating the capture of prospective student leads from these sources.

The ROC portfolio includes tasks that are varied, comprehensive, frequently of high volume, and are critical to the success of undergraduate recruitment for Waterloo. The ROC is expected to prioritize and organize their own work while liaising with recruitment staff and other stakeholders as needed to maintain a centrally curated calendar of events and activities

### **Key Accountabilities**

#### **Recruitment Visit & Event Support**

- Responsible for the booking and logistical support for hundreds of school visits, mini-fairs, and similar events for both "in person" events as well as virtual/online events and sponsorships aimed at individual high schools, boards, etc.
- Coordinates as appropriate with other units on campus that conduct high school visits/events to ensure effective and conflict-free coverage of recruitment markets
- Curates and publishes to campus a list of undergraduate recruitment visits and events conducted by MUR, faculty recruitment staff, staff from the Affiliated and Federated Institutions of Waterloo (AFIW), and other campus recruiters

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- Supports undergraduate recruitment events/visits/webinars as needed, providing logistics coordination for physical events, and assistance and platform/systems expertise in the delivery of online events and webinars.
- Provides advice and assistance as needed to recruitment staff for travel and all recruitment markets; maintains awareness of best practices and procedures as part of a team where some recruitment team members are newly hired contract staff each season
- Liaises with Communications staff to support the appropriate promotion of and lead capture/registration for smaller-scale recruitment events, school visits, and similar activities
- Serves as a primary point of contact for Guidance Offices and similar influencers in the schools visited by Waterloo and leads project management of newsletters and/or similar communications to this group

### **Recruitment Systems Support, Administration, and Stewardship**

- Leads MUR initiatives to ensure the quality and accuracy of data in the recruitment CRM, with particular attention to high schools and associated school counselors/contacts, leads (aka prospective students), and the activities associated with all records
- Ensures the integrity of data collection and completion of event participation details for visits and events across all recruitment markets and collaborates as needed with faculty, AFIW and other staff to capture details of recruitment visits and events
- In collaboration with other MUR staff, documents workflows, and significantly contributes to reports associated with recruitment leads, visits and events
- Leads the functional aspects of capture and import of leads into the CRM from visits and events in a variety of formats, liaising as needed with RO Information Systems Specialists to optimize and/or automate this capture
- Coordinates and executes data quality audits and data enrichment/cleansing efforts within the recruitment CRM
- Functions as an administrator of the recruitment CRM system and liaises with other administrators of the system as needed to make configuration changes in response to evolving recruitment needs
- Identifies and recommends changes to processes or procedures as necessary, with respect to capture and operational data needs for recruitment

### **Collaborates, advises, and consults**

- Collaborates with the recruitment staff in MUR and with campus partners to organize and accurately capture details of in-person recruitment travel and visits.
- Interacts directly with the marketing and undergraduate recruitment professionals from the faculties, professional schools, and university colleges; with managers and staff in the RO, Central Stores, and other university departments; and with external partners in the development and coordination of targeted communications strategies focused specifically on prospect and applicant conversion.

### **Profiles, Listings and Rankings Site Management**

- Overall project management responsibility for accurate listings and seamless lead collection from external listings and websites where MUR maintains active presence (for both paid and unpaid listings)
- Leads collaboration with campus-wide communications staff and subject matter experts to collect and maintain accurate and complete listings of program and institutional information which is then published to an array of platforms and websites.
- Maintains Waterloo listings on key Ontario university platforms including <https://www.ontariouniversitiesinfo.ca/> and <https://www.ouac.on.ca/>
- Maintains the University of Waterloo listing and data collection processes on key rankings providers including Times Higher Education, Quacquarelli Symonds World University Rankings, ARWU World University Rankings and other rankings as assigned

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- Maintains the University of Waterloo listings and data collection processes on other third party sites as assigned; maintains an up-to-date listing and reports on which sites are maintained by MUR and which are not
- Investigates, solicits feedback from campus constituents, and makes recommendations with respect to new listings where Waterloo should maintain a managed presence
- Coordinates as needed with communications staff to collect and refine/edit content for paid listings or sites

### **Understands and applies current, relevant market research and institutional knowledge**

- Keeps fully informed and knowledgeable about all aspects of programs, admissions, student life, visual identity and branding, success after graduation, and other issues related to undergraduate prospective students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, and how any changes impact the initiatives for which s/he is responsible.
- Maintains a clear understanding of the characteristics of generational characteristics and the needs of all audiences at different stages throughout the enrolment management funnel in order to enhance the initiatives for which they are responsible.
- Keeps current with best practices, significant developments that impact the marketing of the university to high school student and influencer audiences, and the recruitment and communication initiatives of Waterloo's competitors.

### **Mailing and Shipping**

- Responsible for coordination of shipping and mailing of printed brochures, promotional items, and similar materials as appropriate for all in-person events and visits from individual school visits (ISVs) to the Ontario Universities Fair (OUF), liaising as needed with RO administrative staff, Central Stores, and other campus partners
- Responsible for coordinating annual shipments of brochures and other recruitment materials to targeted guidance offices in schools across all recruitment markets
- Responsible for shipments of materials to education agents and similar partners, as well as coordination of billings and relationship management with an international shipment vendor

### **Project manages work flow and business practices**

- Assumes project management responsibilities for all initiatives within their role, including resources, time, and budget, ensuring proper control of expenditures for the strategies for which they are responsible.
- Accurately documents processes, workflows, and projects across initiatives for which they are responsible, and contributes appropriate updates to project plans and other documents led by colleagues in MUR.

### **Other**

- Participates in MUR recruitment events and in the administration of specific RO department-wide responsibilities, including examinations, convocation, and such other general and specific duties as may from time to time be determined.

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

## **Required Qualifications**

### **Education**

- Post-secondary degree/ diploma or equivalent combination of education and experience

### **Experience**

- 5+ years of experience in a professional environment, ideally in a student recruitment or sales/marketing environment
- Must have experience in successfully managing multiple concurrent projects and operations
- Experience with advanced usage of a Customer Relationship Management (CRM) system or similar enterprise-class software used to manage records, activities, and data a significant asset
- Experience in marketing and communications a significant asset
- Experience in event management a significant asset

### **Knowledge/Skills/Abilities**

- Demonstrated customer service proficiency for internal and external stakeholders
- Superb attention to detail and ability to identify and resolve inaccuracies or inconsistencies in large volumes of content and data
- Demonstrated ability to work independently and thrive in a fast-paced, and entrepreneurial environment
- Demonstrated ability to operate successfully in a multi-stakeholder, complex environment and to effectively triage among competing (and sometimes ambiguous) priorities
- Intermediate experience with operational reporting and metrics
- Proven ability to learn new software or technology platforms as needed, and good functional fluency in office and productivity applications such as MS Office
- Excellent written and verbal communications skills, with ability to write and edit content with an eye to clarity and accuracy.

### **Nature and Scope**

- **Contacts:** Internally, communicates with a wide range of departments and groups and at all levels to support undergraduate recruitment initiatives; externally, interacts with a number of outside agencies and organizations..
- **Level of Responsibility:** Takes a project management approach to organize off campus recruitment activities. This role is responsible for ensuring the accuracy and completeness of school and counselor data CRM system. impact on Accuracy and responsiveness is imperative, as delays or errors can have an impact on recruitment operations and/or Waterloo's reputation.
- **Decision-Making Authority:** This role has direct supervision and guidance, however the incumbent will continually make decisions about the most effective methods of operationalizing the initiatives for which they are responsible for, including market research, organization of resources, personal interactions and collaboration, workflow, consultation, and other key accountabilities; determines the optimum course of action to solve problems and to exert a positive influence on other stakeholders.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses. Some lifting may be required.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with co-ordination responsibilities; intermittent work outside the normal operating hours of the institution and occasional travel.