

## Job Description

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<b>Job Title:</b>	Recruitment Officer, China
<b>Department:</b>	Dean of Mathematics Office
<b>Reports To:</b>	Director, Undergrad Recruitment & International
<b>Jobs Reporting:</b>	<a href="#">Click here to enter text (please enter job titles, not incumbent names)</a>
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	Wednesday, April 19, 2017

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### **Primary Purpose**

The Undergraduate Recruitment Officer, China, would provide strategic direction and lead the undergraduate recruitment efforts for the Faculty of Mathematics in China, specifically targeting the best high school mathematics students throughout China. The incumbent is responsible for leading and overseeing effective delivery of the Faculty of Mathematics strategic international recruitment goals and priorities. S/he will also be responsible for championing our outreach efforts of the Centre for Education in Mathematics and Computing (CEMC). Functional direction for the CEMC related outreach activities will be given by the Director, CEMC. This position is responsible for developing, implementing and reporting on recruitment initiatives. The incumbent will conduct recruitment visits on behalf of the whole university, and will work to build external partnerships within China.

### **Key Accountabilities**

*List the major responsibilities of the job, divided into 3 to 5 broad categories. These should reflect 80 - 90% of "what" the job does not the "how". Insert a category heading and in bullet form below, state specific responsibilities.*

#### **Strategic Direction**

- Provides advice, guidance and critical analysis to the Director, Undergrad Recruitment & International and the Director, CEMC on issues impacting the Faculty's recruitment goals within China and the Faculty's effectiveness therein.
- Leads the team to develop a long term strategic operational plan for our efforts in China
- Gathers intelligence and market research on higher-education recruitment trends within China to share with both recruitment and admissions teams. This intelligence will be used to drive policy and operational decisions.
- Cultivate new relationships with top schools that could lead to agreements between our institutions.

#### **Recruitment**

- Provide market research and make recommendations of marketing strategies to the Director, Undergrad Recruitment and International.
- Offer recruitment seminars in English at high schools, agencies and hotels.
- Attend a small number of recruitment fairs targeted at top high school students
- Build relationships with top national and international schools, providing presentations, brochures and answering inquiries.
- Liaise with agencies to ensure best practices
- Co-ordinate trips by other visiting UW representatives
- Recruit high caliber students for both September and January admission
- Responsible for following and staying on budget provided.
- Create and maintain a Mandarin/English recruitment materials including – print and social media
- Provide support for recruiting activities as assigned by the Director

#### **Admissions**

- Counsel students, parents, and agents with precise admission criteria required by the Faculty of Mathematics. This will involve face-to-face visits, phone calls, and email. A thorough understanding of Waterloo's policies and procedures is essential, an understanding of the education system (and it's variations) in China. Contribute to the development of new admission policies.

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<ul style="list-style-type: none"> <li>Admissions training will allow the incumbent to offer support to students throughout the application and admissions process, and at the very least be able to counsel students regarding requirements, procedures and policies.</li> </ul>
<p><b>Outreach</b></p> <ul style="list-style-type: none"> <li>Aid in the development of an official operational strategy for outreach throughout China.</li> <li>Expand CEMC outreach and contest participation by administering CEMC competitions in key centres</li> <li>Promoting and scheduling CEMC workshops in English at top high schools. Developing ongoing relationships with these schools to enable growth of the outreach activity.</li> <li>Assist CEMC staff in providing administrative support in CEMC activities such as administering contests, responding to inquiries throughout the year etc.</li> </ul>
<p><b>External Partnerships</b></p> <ul style="list-style-type: none"> <li>Cultivate existing partners and look for new opportunities</li> <li>Aid in the creation and implementation of new partnerships and relationships for various university personnel</li> <li>Develop, enhance, and evaluate materials used to train uWaterloo partners – including translation if appropriate.</li> <li>Work closely with Waterloo International to share best practices, and liaise with other units across campus</li> </ul>

### Required Qualifications

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

<p><b>Education</b></p> <ul style="list-style-type: none"> <li>Bachelor's Degree at minimum. A degree in Mathematics or Computer Science considered an asset.</li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>Must have three to five years experience in higher education recruitment, with experience specifically in China. Proven track record of success in recruitment and admissions counseling. Experience travelling in China, working or being educated in China, considered an asset. Experience working and delivering services in an intercultural setting is highly preferred. Excellent public speaking skills in both English and Mandarin required.</li> </ul>
<p><b>Knowledge/Skills/Abilities</b></p> <ul style="list-style-type: none"> <li>Must be familiar with the merits of a post-secondary Canadian education. Fluent in both English and Mandarin.</li> <li>It is vitally important that this person be able to offer lively and informative recruitment seminars; must possess the ability to relate to students and their parents, and to highlight the strength of the Faculty of Mathematics and the university as a whole; the person must be enthusiastic, charismatic, and possess excellent presentation skills in English and Mandarin.</li> <li>This position is expected to expand out current recruitment and outreach efforts in top high schools in China. By combining CEMC outreach with recruitment, the individual should be able to gain access to some of the best national schools that are usually closed to just recruitment seminars.</li> </ul>

### Nature and Scope

- Contacts:** Internally, the incumbent communicates with faculty members and staff. You will also work closely with Marketing and Undergrad Recruitment, Registrar's Office, Office of Development and Alumni Affairs, the Student Success office and Waterloo International. Externally, the incumbent will make contacts with top high school officials, math teachers, recruiting partners and exchange partners.
- Level of Responsibility:** As the main traveller in China, the incumbent is our primary source for up-to-date information. His/her feedback influences our approach to recruitment and admissions decisions. Other university stakeholders also use this information to enact their recruitment and admissions policies. This job has specialized work with minimal supervision – operating independently while abroad.
- Decision-Making Authority:** International travel requires a great deal of patience and adaptability. S/He will need to resolve travel decisions and coordinate schedules with other recruitment and outreach professionals. The incumbent will work towards achieving defined recruitment and admissions goals, despite the inevitable obstacles that present themselves including, but not limited to: travel delays, inclement weather, political unrest and other safety concerns. S/he will be responsible for developing a recruitment strategy for China within defined

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budget parameters and stay on budget during travel. Schedule and implement multiple trips for other uWaterloo personnel. Provide consultation and referrals for other uWaterloo faculties, programs and units.

- **Physical and Sensory Demands:** Extensive and lengthy travel within China and extensive time spent in cars, trains, and planes. Living in hotels, out of a suitcase and spending time away from office/home/family. Need to remain physically and mentally alert, enthusiastic and cheerful under pressure. Constant alertness, while travelling, driving and conducting presentations.
- **Working Environment:** This position requires a lot of travel within China every year. The bulk of the travel will happen in the Fall from September – November. With some travel in winter months. You are expected to arrange all travel, and the individual should be willing and comfortable with travelling alone across China. There will likely be some evening and weekend work involved. The expectation is that the individual visits Waterloos campus in Canada as often as necessary for training, debriefing and meeting appropriate staff and faculty on the team.