

Job Description



Job Title:	Recruitment Officer
Department:	Undergraduate Admissions & Outreach
Reports To:	Director, Undergraduate Recruitment & International
Jobs Reporting:	None
Salary Grade:	USG 10
Effective Date:	October 2023

Primary Purpose

The Recruitment Officer provides strategic direction and leads the undergraduate recruitment efforts for the Faculty of Mathematics in Asia, across Canada, and other countries around the world, specifically targeting the best high school mathematics students. The incumbent is responsible for leading and overseeing effective delivery of the Faculty of Mathematics strategic international recruitment goals and priorities. They 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 both in-person and virtual recruitment visits on behalf of the whole university and will work to build external partnerships with key stakeholders.

Key Accountabilities

Strategic Direction

- Provides advice, guidance and critical analysis to the Director, Undergraduate Recruitment & International, and the Director, CEMC on issues impacting the Faculty's recruitment goals within key markets and the Faculty's effectiveness therein.
- Leads the team to develop a long-term strategic operational plan for our efforts in Asia and other key markets.
- Gathers intelligence and market research on higher-education recruitment trends within key markets 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

- Provides market research and makes recommendations of marketing strategies to the Director, Undergraduate Recruitment and International.
- Offers recruitment seminars in English and Mandarin at high schools, agencies and public information sessions held at schools and/or hotels.
- Attends recruitment fairs targeted at top high school students.
- Builds relationships with top national and international schools, providing presentations, brochures and answering inquiries.
- Effectively able to write marketing emails to students and/or teachers to promote an upcoming trip, promoting virtual webinars, or ways to stay in touch with Waterloo Math.
- Liaise with agencies to ensure best practices for admission and recruitment.
- Facilitate and lead virtual workshops and webinars for a global audience.

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- Create/maintain Chinese social media platforms in Mandarin that cater to the prospective student audience (WhatsApp, WeChat etc.)
- Recruit high caliber students for the Faculty of Mathematics.
- Responsible for adhering to budget provided.
- 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, zoom meetings, phone calls, and email.
- A thorough understanding of Waterloo's policies and procedures is essential, an understanding of education systems (and their variations) internationally.
- Contribute to the development of new admission policies.
- Admissions training will allow the incumbent to offer support to students throughout the application and admissions process, and be able to counsel students regarding requirements, procedures, and policies.

Outreach

- Aid in the development of an official operational strategy for outreach throughout priority markets.
- Expand CEMC outreach and contest participation by administering CEMC competitions in key centres.
- Promoting and scheduling CEMC workshops in English and/or Mandarin at top high schools. Developing ongoing relationships with these schools to enable growth of the outreach activity.
- Assist CEMC staff in providing administrative support in CEMC activities such as administering contests, responding to inquiries throughout the year etc.

External Partnerships

- Cultivate existing partners and look for new opportunities.
- Aid in the creation and implementation of new partnerships and relationships for various university personnel
- Develop, enhance, and evaluate materials used to train Waterloo partners – including translation if appropriate.
- Work closely with Waterloo International to share best practices, and liaise with other units across campus

**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

- Bachelor's Degree required, and a degree in Mathematics or Computer Science is considered a strong asset.

Experience

- 3-5 years of experience in higher education recruitment, with experience, specifically in China considered an asset.
- Proven track record of success in recruitment and admissions counseling.
- Experience travelling in Asia, and other parts of the world, 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.

Knowledge/Skills/Abilities

- Must be familiar with the merits of a post-secondary Canadian education.
- Ability to provide 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.
- Must be enthusiastic, charismatic, and possess excellent presentation skills in English and Mandarin.
- This position is expected to expand our current recruitment and outreach efforts in top high schools in priority markets. By combining CEMC outreach with recruitment, the individual should be able to gain access to some of the best national and international schools that are usually closed to just recruitment seminars.
- Extensive travel outside of Canada will be required, with the bulk between September – November and January – March. When travel cannot happen, virtual meetings or presentations in ‘off-hours’ are expected.
- Experience with Microsoft Teams and Zoom presentations/webinars are required.
- Experience with WeChat and other Chinese social media considered an asset.
- Must maintain a clear Police Vulnerable Sector Check is required.

Nature and Scope

- **Contacts:** Internally, the incumbent communicates with faculty members and staff. You will also work closely with Marketing and Undergraduate Recruitment, Registrar’s Office, 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 traveler in priority markets, the incumbent is our primary source for up- to-date information. Their 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. They 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. They will be responsible for developing a recruitment strategy for priority markets within defined budget parameters and stay on budget during travel. Schedule and implement multiple trips for other Waterloo personnel. Provide consultation and referrals for other Waterloo faculties, programs, and units.
- **Physical and Sensory Demands:** Extensive and lengthy travel internationally 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 outside of Canada every year. The bulk of the travel will happen in the Fall from September – November and January – March, with some travel in the spring/summer months. The incumbent is expected to arrange all travel, and the individual should be willing and comfortable with travelling alone outside of Canada. There will be some evening and weekend work involved.