

JOB DESCRIPTION

JOB TITLE:	Associate Director of Admissions, Faculty of Engineering
DATE:	September 2016
REPORTS TO (job title):	Director of Admissions, Faculty of Engineering
JOBS REPORTING (job titles):	Director, Admissions
Grade:	USG 11
LOCATION:	Engineering Undergraduate Office – CPH-2374E

PRIMARY PURPOSE: Reporting to the Director of Admissions, Faculty of Engineering, the Associate Director of Admissions' duties involve recruiting and counselling applicants, processing applications, and assisting the Director in the strategy and selection process for admissions and internal transfers. In addition, the incumbent will develop and manage Faculty relationships with internal and international partners to further recruitment efforts and goals. Responsibilities extend to all undergraduate programs in the Faculty of Engineering, excluding Architecture.

KEY ACCOUNTABILITIES:

1. Admissions & Transfers
<ul style="list-style-type: none">• Administer, under the general guidance and direction of the Director of Admissions, the admissions philosophy, strategy, process and procedures for all engineering programs, excluding Architecture. Significant internal relationships include all areas in the Engineering Faculty (e.g. Dean of Engineering, Assoc. Dean U/G Studies, U/G Associate Chairs and Program Directors, Engineering Marketing and U/G Recruitment Coordinator, Engineering Outreach), as well as the Registrar's Office, the Marketing and U/G Recruitment (MUR) Group, and other Faculties for collaborative projects.• Collect and compile data needed for reviewing and ranking applicants, and making admission decisions. Ensure that special cases are identified and considered, and all admissions processes are consistent and fair across the spectrum of applicants.• Make internal engineering program transfer decisions, in consultation with the Director.• Respond to non-routine, complex inquiries from applicants, their parents, teachers, guidance and admissions counsellors, and agents regarding applications, including providing rationale for unfavourable decisions, as well as counsel for possible alternatives.• Manage special projects related to new admissions initiatives, including all required interactions with other units on campus.• Supervise the implementation and operation of the video interviewing systems and manage interactions with the service provider.• Compile data and produce reports with recommendations for feedback to Engineering and others on admissions and recruitment activities and metrics.• Follow continuous improvement strategies to identify efficiencies and new opportunities across the admissions and transfers spectrum.
2. General Recruitment Activities
<ul style="list-style-type: none">• Provide input and represent Engineering's interests in interactions with MUR and other campus groups involved in recruitment.• Provide input and recommendations to Engineering's recruitment and communications teams.• Attend and assist with on and off-campus recruitment events, and ensure that all activities are consistent with Engineering's admissions philosophies and goals.• Provide assistance and input to Engineering Outreach activities, including "Women in Engineering" focused events.• Manage relations with the Raise.me micro-scholarship platform provider (and any other similar initiatives), including updates to information for Engineering and Mathematics.

3.	International Recruitment <ul style="list-style-type: none"> • Develop targeted marketing strategies to recruit international students to full-time programs in the Faculty. This involves the management of relationships with external international partners, the development of an annual budget for international activities, as well as interaction with the MUR and others on campus to align with institutional initiatives and avoid duplication • Manage the Faculty's international recruitment strategy with the goal of attracting a diverse group of academically strong, well-rounded applicants to all engineering programs, and to convert admitted applicants to confirmed students. • Travel abroad to selected markets to represent the University and Faculty of Engineering at schools and education fairs. • Supervise and assist with the development and delivery of Engineering outreach activities and workshops at selected international schools. • Conduct ongoing research to determine suitable new markets for international recruitment, and to monitor developments in existing target markets. •
4.	Communications <ul style="list-style-type: none"> • Communicate (oral and written) all of the above initiatives and procedures to professors and staff in the Faculty and appropriate staff in the Registrar's Office and the other faculties and departments, where appropriate and necessary to meet the Faculty admissions and international recruitment goals. • Develop strategies and implement appropriate communications with select international recruitment partners, schools and counsellors. • Provide input to ensure Engineering web and print communications are consistent with admissions goals and practices. • Develop and communicate admissions cycle timelines specific to Engineering, and coordinated with the campus activities. • Maintain clear and coordinated communications with the admissions team in the Registrar's Office, especially the NOSS Admissions Officers assigned to Engineering files.

POSITION REQUIREMENTS:

Education:

- Bachelor's degree, preferably in Engineering, Mathematics, or Science; equivalent related experience will also be considered

Experience:

- Progressive experience with a proven track record of success in recruitment and admissions is required.
- Experience within and outside Ontario is an asset.
- Must have experience with market research, the selections process for entrance scholarships and processing applications.
- Self-starter with superior oral and written communication skills.
- Exceptional public/promotional speaking, interpersonal, organizational, demonstrated planning and teamwork abilities are essential requirements.
- Sound judgment, tact, diplomacy and problem-solving abilities and an ability to meet deadlines and work in a fast-paced team environment with multiple stakeholders.
- Knowledge and experience with computer-assisted admissions systems and record-keeping is desirable.
- Demonstrated proficiency in office computer skills including Word and intermediate level Excel are required.
- Comprehensive knowledge of the University of Waterloo, the engineering profession, and a degree from a co-operative education program is an asset.
- Familiarity with Access and simple database query, form, and report programming is an asset.
- Experience in international travel and recruiting is desirable.
- Travel and flexibility is required for some evening and weekend work throughout the year, especially at key times in the admission cycle, and during recruitment trips.
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Technical:

MS Word	Excel	PowerPoint	Other
Basic level	Intermediate level, using filter/sort, charts, statistics	Intermediate level	Experience using on-line student information systems. Experience or aptitude for Microsoft Access database use.

NATURE AND SCOPE:**Interpersonal Skills:**

- Represent UW Engineering at events for prospective students and their families including the Ontario Universities' Fair in Toronto, Fall Open House, March Break Open House, You@Waterloo and other similar types of events and college fairs.
- Develop and deliver effective presentations to large audiences of prospective students and families at events and high school recruitment visits.
- Provide one on one and small group consultations to prospective students and current students for admissions and transfers.
- Actively participate in meetings and committees with a wide variety of stakeholders to discuss and develop recruiting and admissions policies and procedures, and to plan and co-ordinate related activities.

Level of Responsibility:

- Act as the key contact for all on-campus groups and personnel for any issues or questions related to Engineering admissions.
- Manage the evaluation process for Admission Information Forms (AIFs) including supervision of any AIF reviewers.
- Supervise the set-up, launch and operation of the video-interviewing system for applicants. Oversee the development of policies and procedures for this system, and troubleshoot non-technical issues that arise. Manage the subsequent operations of the system, including selection of reviewers and identification of problems or opportunities for improvement.
- Act as a contact for off-campus inquiries from guidance counsellors, agents and admissions consultants, other universities and colleges, and others, who need specific information about Engineering admissions that can't be readily answered by others.
- Attend and participate in various committee meetings to discuss admissions, recruitment or outreach activities and represent Engineering's interests.

Decision-Making Authority:

- Provide input and recommendations to the Director for admission decisions.
- Make routine transfer decisions for students requesting internal program changes, taking into account space limitations and quality expectations for various Engineering programs.
- Participate on the Advisory Committee on Engineering Scholarships (ACES) to rank applicants for upper-year scholarships, approximately three to four times per year
- Recommend top candidates for certain entrance scholarships such as those sponsored by Suncor or Schulich.

Physical and Sensory Demands:

- Minimal physical and sensory demands, typical of a staff member operating within a university service department.
- Recruitment activities demand travel abroad and living in hotels for potentially up to several weeks each year.

- Domestic and international recruitment activities will demand significant evening and weekend work.
- Recruitment activities will require the ability to deliver oral presentations and discussions lasting several hours at a time.

Working Environment:

- The Associate Director handles a large volume of inquiries by email, telephone and in-person or drop-in visits. This includes, at times, communicating unfavorable news to applicants and their families and providing feedback and counsel.
- Travel risks typical of a professional business traveler
- Must have awareness of cultural norms, travel advisories and sensitivities in various regions.
- Admission cycle deadlines may limit the ability to take vacation in the period from January to June.