

Job Description

Job Title:	Recruitment Coordinator
Department:	Science Undergrad Office
Reports To:	Associate Dean of Science, Undergraduate Studies
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	October 2018

Primary Purpose

Reporting to the Associate Dean of Science, Undergraduate Studies, the Recruitment Coordinator supports the Faculty of Science's strategic marketing and communications plan for student recruitment. With primary responsibility for relationship building, this position develops, facilitates and delivers recruitment and engagement events within the context of the Faculty's enrollment management goals. The Recruitment Coordinator is a key member of the Science Undergraduate Office and works closely with the Marketing and Recruitment Specialist (MUR) for Science. The Recruitment Coordinator provides oversight for the recruitment and marketing associates (~2 /year) and about 90 student volunteers.

Key Accountabilities

Contribute to development of the Faculty of Science's strategic marketing and communications plan for student recruitment:

- Research and recommend the strategic direction for relationship building, event, outreach and student transition initiatives, which are included in the overall Science marketing and recruitment plan.
- Engage Science participants (e.g., faculty, staff, students, alumni, etc.) for involvement in the recruitment process.
- Cultivate relationships with domestic and international applicants, their influencers, and key discipline-specific stakeholders (e.g., Science-initiated follow up with applicants, handwritten letters, respond to student inquiries, etc.)
- Act as the "public face" for Science with recruitment audiences
- Develop and conduct presentations (e.g., tours, open house presentations, discipline specific off campus).
- Lead confirmation strategy (e.g., arrange hand written note writing, co-ordinate calling campaign, etc.).

Event and volunteer management:

- Lead, implement, and evaluate Faculty of Science program-specific on-campus events and tours, which are included in the overall faculty marketing and recruitment plan.
- Lead and manage Science's participation in the Ontario Universities' Fair (OUF); recruit and train booth attendants.
- Create, plan and lead Science participation in University-wide open house events (e.g. Fall open House, March Break Open House, You @Waterloo Day, etc.).
- Meet with and respond to the questions and concerns of prospective students and parents, providing information about Science programs.
- Work with Departments/Schools to develop plans for unit-specific events.

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- Participate in off-campus visits (domestic and international) that connect with discipline-specific departments and organizations (on own or with MUR).
- Recruit and manage student and other volunteers to assist with recruitment and enrichment events and activities.
- Develop and lead training for MUR liaison officers, student ambassadors, faculty and staff ambassadors, and others involved in delivering recruitment initiatives
- Develop Action Plans for all events, relationship building, and initiatives in terms of recruitment and communication goals, ensuring that Science's key value propositions and differentiators are highlighted.
- Liaise with Science Undergraduate Office staff to facilitate transition to registered student status.

Administration and communication

- Develop and manage a Faculty of Science budget for event and relationship building strategies for Science recruitment purposes.
- Serve as a Science representative on selected University-wide and Faculty-wide committees and advisory groups related to event and relationship building initiatives for student recruitment (e.g., Roundtable targeted at events and relationship building).
- Monitor Faculty/program-specific initiatives and contribute content and direction as related to engagement of prospective students.
- Manage day- to-day operations of e-communications for recruitment within the context of the Faculty's strategic communications plan.
- Participate in Science Undergraduate Studies Committee meetings, including providing standing reports.

**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. Specialization in a Science-related discipline preferred. Public relations and/or event management experience an asset.

Experience

- At least 2 years of experience in a student engagement, communications or public relations role.

Knowledge/Skills/Abilities

- Demonstrated ability to deliver Science education and related opportunities in a highly informative and engaging manner.
- Knowledge of student recruitment practices or experience with the 18-25 year old market.
- Experience in the execution of events and interaction with the public.
- Experience with the development and delivery of informational presentations.
- Experience with design tools for communications pieces such as posters and brochures.
- Familiarity with social media applications.
- Experience working as part of a team in an environment that requires strong time management skills and ability to adapt to a changing environment.
- High level of comfort with public speaking and an engaging approach.

- High level of initiative and influencing skills to engage ambassadors and volunteers. Ability to convey the merits and attributes of Science programs to build relationships with prospective students and their parents.
- Intermediate proficiency in Word, Excel, PowerPoint and knowledge of SharePoint, web-based event management tools, and social media

Nature and Scope

- **Contacts:** The Recruitment Coordinator works in concert with the Faculty of Science Recruitment and Marketing Specialist to build relationships between the Faculty of Science and prospective students. Relies on strong working relationships with undergraduate program coordinators, faculty members, student leaders and student volunteers. Interacts primarily with prospective students/applicants, and parents.
- **Level of Responsibility:** The Recruitment Coordinator is responsible for the marketing action plans for recruitment events, relationship building and outreach initiatives. Responsible for training student ambassadors, faculty and staff ambassadors and others involved in delivering recruitment initiatives. Functional supervision is provided to Co-op students hired to support recruitment activity. Problem solving: Solves problems which impact Science recruitment events and manages relationship building strategies. Problems may be logistical in nature such as event management. Others may be related to ensuring clarity of communications with regard to purpose and mechanism of delivery. Financial accountability: Responsible for developing and managing an annual budget for Faculty event and relationship building strategies. Accountable for monitoring expenditures to ensure that the plan is delivered within budget and provides value for recruitment purposes. Internal contacts: Works in concert with the Faculty of Science Recruitment and Marketing Specialist to build relationships between the Faculty of Science and prospective students. Relies on strong working relationships with undergraduate program coordinators, faculty members, student leaders and student volunteers.
- **Decision-Making Authority:** Within the context of the Recruitment Specialist's decision making authority for the Faculty's marketing and communications plan, the Recruitment Coordinator is responsible for the development of relationships, as well as event and outreach components of the plan. Subsequent to approval of the plan by the Faculty, makes decisions related to the implementation of the relationship building strategies within an approved budget. These include decisions related to Science-specific components of Open House events on campus, You@Waterloo Days, and off-campus recruitment events and program-specific social networking initiatives.
- **Physical and Sensory Demands:** Excellent attention to detail is required. The role requires exertion of physical or sensory effort resulting in moderate fatigue, strain, or risk of injury.
- **Working Environment:** Travel: Some travel is required. Examples include participation at the OUF, off-campus recruitment meetings, or other events. Working Hours: Regular working hours, some evening/weekend work required. Risks: Minimal exposure to disagreeable conditions.