

Job Description

Job Title:	Manager, Liaison
Department:	Office of the Registrar
Reports To:	Associate Director, Marketing & Undergraduate Recruitment/Director, International
Jobs Reporting:	National Marketing & Recruitment Specialist; Contract Liaison Officers
Salary Grade:	USG 11
Effective Date:	January 2014

Primary Purpose

Within the Marketing & Undergraduate Recruitment (M&UR) unit of the Registrar's Office (RO), responsible for operational oversight and successful implementation of all activities related to Canadian undergraduate liaison strategies and associated recruitment initiatives, including budget, travel, communications, research, and data analysis, as well as the cultivation and training of uWaterloo personnel who represent the university to a variety of audiences in Canada. In support of institutional enrolment management goals, plays a key role in providing mature, confident, competent, and credible external representation of the university in the market that represents both the greatest source of undergraduate students and major institutional enrolment and revenue goals.

Key Accountabilities

Responsible for developing, managing, and implementing all aspects of Canadian undergraduate liaison strategies and associated recruitment activities, including establishing and operationalizing strategy and budget decisions

- Based on institutionally established specific enrolment management goals, informs the development, implementation, management, evaluation, and enhancement of a strategic liaison and associated marketing and recruitment plan that supports Canadian enrolment management objectives, including the enrolment of specific audiences such as Aboriginal students.
- Ensures that all tactical solutions align with the strategic plan and the achievement of the institutional enrolment management goals.
- With the goal of achieving Canadian enrolment targets, develops, manages, and oversees a plan for travel to strategically selected Canadian high schools, including international schools located in Canada, incorporating evidence-based decisions and an accountability framework for measuring success.
- Leads proactive recruitment events, including but not limited to presentations and networking with guidance counsellors, parents, alumni, co-op employers, and the media.
- Manages positive and effective relationships with prospective students, applicants, and parents; liaison, recruitment, and admission specialists from other Canadian institutions; guidance counsellors, teachers, principals, and school board officials; uWaterloo students and alumni; representatives of businesses, employers, community agencies, and government; and interuniversity committee members.
- Manages and oversees all aspects of uWaterloo's participation in the Ontario Universities' Fair, a complex three-day event involving over 100,000 visitors and more than 450 uWaterloo faculty, staff, students, and alumni, and negotiates effectively with the interuniversity organizing committee to safeguard uWaterloo's interests and reputation.

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- Ensures the development and execution of appropriately targeted liaison scripts, visual presentations, and display materials.
- Ensures timely, accurate, consistent, and ongoing follow-up with key audiences, including responses to direct in-person or email inquiries from students encountered by uWaterloo representatives during liaison events.
- Represents uWaterloo on and works effectively with a variety of external interuniversity provincial committees related to his/her key accountabilities.
- Manages and operationalizes liaison-related influencer initiatives, including but not limited to special information events and on-campus activities targeted at influencers such as guidance counselors and parents of younger students.
- Proactively investigates and facilitates other departments' initiatives and faculty outreach activities that support the university's Canadian strategic liaison objectives.
- Responsible for organizing and co-ordinating uWaterloo's participation in the guidance counsellor Regional Dialogues and the annual liaison workshop, which are hosted by Ontario universities on a rotating basis.
- Develops and manages a significant budget aligned with the successful achievement of the university's enrolment management goals as related to Canadian undergraduate liaison.
- Initiates and organizes regular M&UR team-wide reviews of all strategies and activities targeted at younger audiences.

Responsible for successful recruitment-related uWaterloo travel within Canada

- Responsible for the successful completion of all undergraduate recruitment-related travel within Canada, including budget, market evaluations and reports, and travel documents.
- Acts as a key uWaterloo ambassador at local high schools, education fairs, conferences, and businesses, and when required, personally undertakes travel assignments farther afield within Canada.
- Responsible for exhibiting a consistently high level of maturity, professionalism, and credibility to act as uWaterloo's face-to-face spokesperson with all audiences.
- Carefully oversees the co-ordination of logistics for all Canadian liaison travel, including the creative solution of any problems that may arise and the organization of well-developed plans that include consideration of important factors such as other universities' travel strategies and high school professional development days.
- Responsible for ensuring that all liaison personnel maintain awareness of cultural, language, religious, political, socio-economic, and any other relevant factors in uWaterloo's Canadian recruitment markets.

Collaborates, advises, and consults

- Collaborates with the Associate Director, Marketing & Undergraduate Recruitment/Director, International, with respect to all aspects of researching, developing, managing, implementing, evaluating, and enhancing the strategic direction of Canadian liaison and associated recruitment strategies.
- Collaborates with St. Jerome's University with respect to the hiring and training of their Liaison Officers, and with the Liaison Officers at Renison University College and Conrad Grebel University College to ensure the integration, co-ordination, and consistency of all liaison travel initiatives.
- Provides leadership and audience expertise with respect to the creation and implementation of Canadian marketing strategies, and consults with, advises, and interacts directly with marketing and undergraduate recruitment professionals in the faculties, professional schools, and university colleges; managers and staff in M&UR, the RO, and numerous university departments; and student societies and clubs.

- Oversees and guides the National Marketing & Recruitment Specialist and works closely with him/her as well as with the Manager, International Recruitment & Partnerships, the International Recruitment Specialists, and the Manager, College & University Partnerships, to plan and co-ordinate all of uWaterloo's Canadian liaison travel, including visits to Ontario colleges, Canadian international schools, and Aboriginal students, and collaborates to ensure the integration, co-ordination, and consistency of any audience-specific scripts, presentations, and other initiatives.
- Supervises and guides the Co-ordinator, Communications & Liaison, with respect to setting the Canadian liaison travel schedule, booking visits, and shipping materials.
- Collaborates with and advises M&UR team members responsible for communications to ensure that domestically focused print and digital initiatives align with other Canadian liaison and associated strategies.
- With recognition and understanding of the disparate priorities of on-campus partners, works collaboratively to build consensus and to co-ordinate the alignment of Canadian off-campus marketing strategies and liaison initiatives to balance the needs of other areas and to ensure the effective marketing of both these units and the university as a whole.
- Represents M&UR at university-wide meetings, proactively providing expertise and insight with respect to recruitment and marketing issues, and advocating on behalf of prospective undergraduates.
- Proactively shares knowledge so that all M&UR team members can incorporate new information and techniques into their initiatives.

Understands and applies current, relevant market research and institutional knowledge

- Analyzes, understands, and applies current and historical enrolment data in combination with demographics to determine trends, forecast future opportunities, and inform strategy development.
- 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 Canadian undergraduate prospective students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, and how any changes impact Canadian liaison and associated recruitment strategies.
- Understands the role of research in M&UR's evidence-based strategies, and collaborates with the Research Manager to establish research objectives to inform decision-making, strategy development, messaging, and budget; to determine the optimal methods of evaluating the effectiveness of the strategies for which s/he is responsible; and to ascertain and recommend the most effective enhancements.
- Maintains a clear understanding of generational characteristics and the needs of all audiences at different stages throughout the enrolment management funnel in order to enhance the strategies for which s/he is responsible.
- Researches and recommends enhanced liaison and associated marketing strategies, and keeps current with best practices.
- Maintains awareness of trends in domestic education and application systems; significant developments that impact the marketing of the university to domestic audiences; and the liaison, marketing, and Ontario Universities' Fair practices of uWaterloo's competitors.
- Responsible for ensuring the ongoing evaluation of the quality of Canadian high schools as a basis of the determination of preeminent schools to visit.
- Keeps well versed in the latest technology tools and their usefulness in the development and enhancement of a database for managing research and travel, producing engaging presentations, and creating strategies for connecting with prospective students and applicants whose location precludes in-person visits.

Manages, motivates, trains, and mentors staff

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- Hires, supervises, and evaluates the National Marketing & Recruitment Specialist and annual contract Liaison Officers, including the management of interview committees, the selection of outstanding candidates, salary negotiations, and any disciplinary action necessary.
- Oversees and ensures the development, implementation, and evaluation of an effective training program to make certain that all Liaison Officers, including those from on-campus partners, as well as all Ontario Universities' Fair participants can successfully carry out their roles, convey accurate and appropriate key messages, and represent the university in a personable but professional manner that reinforces uWaterloo's reputation, converts prospects to applicants, and results in admitted students confirming their offers.
- Creates and maintains a work environment that fosters, recognizes, and rewards supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy.

Project manages work flow and business practices

- Assumes project management responsibilities for all university-wide undergraduate Canadian liaison and associated marketing and recruitment activities, including personnel, resources, time, and budget, ensuring proper control of expenditures for the strategies for which s/he is responsible.
- Develops, writes, and follows Marketing Action Plans that accurately document all components of each marketing strategy for which s/he is responsible, and contributes appropriate updates to the overall M&UR tactics document.
- Collaborates with all M&UR managers who participate in off-campus visit strategies to develop and implement a consistent approach to market and travel reports, database management, record keeping, budget practices, and standardized accountability frameworks for all target audiences.

Other

- Participates in M&UR recruitment events and in the administration of specific RO department-wide responsibilities, including 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

- Bachelor's degree, preferably from uWaterloo

Experience

- 5 years of experience in a high school liaison role and/or a student recruitment role.
- Experience and/or an understanding of not-for-profit marketing, preferably at a university, or an understanding of enrolment management principles, as defined by industry enrolment management experts, such as Noel Levitz.
- Demonstrated strategic-planning proficiency, with evidence of critical-thinking and analytical skills to enable the assessment of opportunities and the development of recruitment initiatives and contributions to change management.
- Essential: demonstrated outstanding public/promotional speaking and presentation skills.
- Demonstrated ability to think on the spot, improvise, solve problems, and make effective decisions independently.
- Leadership experience during university studies, in co-op jobs or other related work, and in the student community.

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- Clear understanding of both domestic and international prospective student audiences, coupled with knowledge of student recruitment marketing and enrolment management principles and the significant forces that influence uWaterloo's quest for high-quality undergraduate students.
- Ability to speak credibly about all aspects of academic and university life, including undergraduate recruitment and admissions, Canadian and international education systems, transition issues, academic programs, co-op system of study, financing, residence, student life and success, and success after graduation.
- Awareness of and sensitivity to cultural, language, religious, political, socio-economic, and other relevant factors in uWaterloo's recruitment markets.
- Proven degree of maturity, confidence, and competence sufficient to provide effective, credible representation of uWaterloo at high school and educational events and on interuniversity committees.
- Experience in hiring, supervising, evaluating, and developing employees as well as developing and managing budgets.
- Excellent written and oral communication skills.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- Strong organizational and problem-solving skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Essential: flexibility, diplomacy, sound judgment, and relations-management skills coupled with the ability to influence and motivate others and to manage crisis situations effectively.

Knowledge/Skills/Abilities

- Advanced knowledge of MS Word, Excel, and PowerPoint.
- Intermediate knowledge of Sequel Server Reporting, Cognos.

Nature and Scope

- **Contacts:** Internally, communicates with all employees in all groups and departments and at all levels to ensure the successful implementation of all Canadian liaison and associated recruitment strategies so that uWaterloo can continue to attract high-quality students; externally, communicates with a wide variety of audiences to deal with, influence, and motivate others to achieve university goals, including safeguarding consideration of uWaterloo's needs in collective marketing strategies developed by external interuniversity committees.
- **Level of Responsibility:** Responsible for managing a university-wide function or process to sustain the success of Canadian liaison and associated recruitment strategies, which represent a crucial element of the overall undergraduate recruitment and admissions strategic marketing plan and have a significant impact on uWaterloo's reputation, enrolment management objectives, and revenue.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of managing and operationalizing all Canadian liaison and associated strategies, including market research, organization of staff and resources, personal interactions and collaboration, work flow, consultation, budget, and other key accountabilities; determines the optimal course of action to solve problems and to exert a positive influence on other stakeholders and on key recruitment audiences; makes independent decisions while travelling and to ensure that uWaterloo's Canadian marketing priorities are top of mind at meetings of external interuniversity organizations.
- **Physical and Sensory Demands:** While on campus, minimal demands typical of a position operating within an office environment; while travelling, possible disruptions in lifestyle coupled with unusual hours/schedules; overnight stays in hotels; requirement to remain physically and mentally alert,

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enthusiastic, and cheerful under pressure and in unfamiliar environments; heavy lifting of recruitment materials; constant alertness required during travel, driving, and presentations.

- **Working Environment:** While on campus: minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management-level responsibilities; work outside the normal operating hours of the institution; while travelling: extensive driving, occasional flying, standing for long periods, living in hotels and spending time away from the office and home, necessity of putting personal/social activities on hold.