

Job Description

Job Title:	International Recruitment Specialist
Department:	Registrar's Office
Reports To:	Manager, International Recruitment & Partnerships
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	February 2021

Primary Purpose Within the Marketing & Undergraduate Recruitment (MUR) unit of the Registrar's Office (RO), the International Recruitment Specialist is responsible for successful implementation of off-campus international recruitment and admissions marketing strategies, including budget, travel, communications, research, and data analysis.

The International Recruitment Specialist plays a key role in providing confident, competent, and credible external representation of the university in an important market in which expanded enrolment is a major institutional goal.

Key Accountabilities

Responsible for implementing international undergraduate marketing and recruitment initiatives

- Researches, develops, executes, and enhances appropriate off-campus international undergraduate recruitment initiatives.
- Leads proactive off-campus international recruitment events, including but not limited to presentations and networking with guidance counsellors, school officials, parents, alumni, business representatives, and the media.
- Manages positive and effective relationships with prospective students, applicants, and parents; recruitment and admission specialists from other Canadian and international institutions; guidance counsellors, teachers, and school officials; Waterloo students and alumni; representatives of international businesses and government-related agencies, such as Canadian embassy officials, current and potential co-op employers, and current and potential exchange partners.
- Ensures the development and execution of scripts, visual presentations, and display materials appropriately targeted for international audiences.
- Ensures the timely, accurate, consistent, and ongoing follow-up with key audiences throughout the recruitment and admissions cycle, including responses to direct in-person or email inquiries from prospective students, applicants, and counsellors encountered by Waterloo representatives during international visits and events.
- When on campus, as needed, responsible for hosting international guests, including but not limited to delegations and school groups.
- Proactively investigates and facilitates other departments' initiatives and faculty outreach activities that support the university's international strategic objectives.
- As needed, represents Waterloo with key international professional and government organizations that have a significant impact on Waterloo's ability to meet international targets.

Responsible for significant international travel to represent Waterloo

- Organizes and co-ordinates travel to and in-person encounters with international prospective students and influencers, including organizing a well-developed travel plan and creatively solving any problems that may arise.
- Travels outside of Canada, often for several weeks at a time, in order to attend globalization conferences and international education fairs and to act as Waterloo's face-to-face spokesperson with key audiences in strategically selected international markets, including but not limited to prospective students and their families; Canadian embassy and consulate staff; international counsellors; Canadian colleagues responsible for international recruitment; and representatives of student recruitment agencies, governments, and businesses.
- Is cognizant of existing international partnership agreements; provides support and training when travelling.
- When travelling, represents and acts on behalf of Waterloo departments that have a mandate to internationalize, including but not limited to Alumni Affairs, Waterloo International, Co-operative Education & Experiential Education Graduate Studies, and the English Language Institute, fulfilling responsibilities consistent with positions such as Alumni Officer, International Programs, International Manager, and Associate Director, Graduate Studies Recruitment and Admissions.
- Exhibits a consistently high level of maturity, professionalism, and credibility to act as Waterloo's face-to-face spokesperson with all audiences.
- Maintains awareness of applicable cultural/regional interpersonal expectations, travel advisories and sensitivities in targeted markets. Where appropriate - tailors behaviour, appearance, clothing (etc.) to the international context, prioritizing representing the University of Waterloo professionally.

Collaborates, advises, and consults

- Advises the Manager, International Recruitment & Partnerships, and the Associate Director, Marketing & Undergraduate Recruitment/Director, International, with respect to research and the establishment of key markets as well as the development, implementation, evaluation, and enhancement of international travel and recruitment strategies.
- Provides advise and audience expertise with respect to implementing international marketing strategies, and consults with, advises, and interacts directly with the office of the Associate Vice President, International; marketing and undergraduate recruitment professionals in the faculties, professional schools, and university colleges; managers and staff in MUR, the RO, and numerous university departments; and international student societies and clubs.
- Collaborates with the Manager, Liaison; the National Marketing & Recruitment Specialist; and the Manager, Communications, to plan and co-ordinate visits to Canadian international schools and to ensure the integration, co-ordination, consistency, and appropriateness for international audiences of any scripts, visual presentations, display materials, and other initiatives.
- Collaborates with and advises team members responsible for communications with the goal of ensuring that internationally focused print and digital initiatives align with other international strategies.
- Works closely with the Assistant Registrar, Admissions, and the Admissions Officers to facilitate the application process for international students.
- With recognition and understanding of the priorities of on-campus partners, supports other International Recruitment Specialists and the Manager, International Recruitment in building consensus and coordinating the scheduling and alignment of international marketing initiatives as well as communication and follow-up strategies to balance the needs of other areas and to ensure the effective marketing of both these units and the university as a whole.

Job Description



- Proactively shares knowledge so that team members can incorporate new information and techniques into their initiatives

Understands and applies current, relevant market research and institutional knowledge

- 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 international undergraduate prospective students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, and how any changes impact the strategies for which they are responsible.
- Maintains a clear understanding of the needs and behaviours of MUR's international target audiences and influencers at different stages throughout the enrolment management funnel to enhance the strategies for which they are responsible.
- Researches and recommends enhanced international marketing strategies and policies and keeps current with respect to best practices.
- Maintains awareness of trends in international recruitment, international educational systems and admission requirements, significant developments that impact the marketing of the university to international audiences, and the international marketing and recruitment practices of Waterloo's competitors.
- Understands the role of research in MUR's evidence-based strategies and collaborates with the Research Manager to establish research objectives and create data analysis solutions to inform decision-making, strategy development, messaging, and budget; to determine the optimal methods of evaluating the effectiveness of the initiatives for which they are responsible; and to ascertain and recommend the most effective enhancements.
- Responsible for ensuring the ongoing evaluation of the quality of international high schools located both within and outside Canada as a basis for determining preeminent schools to visit.
- Researches and recommends an enhanced strategy focusing on the recruitment of international students already studying in Canadian high schools.
- Informs the development of international travel strategies based on extensive on-the-ground networks and relevant research from multiple sources including but not limited to national and provincial ministries; Canadian embassies and consulates; in-country professional organizations; high school guidance counsellors; Waterloo alumni; and educational consultants.

Project manages workflow and business practices

- Assumes project management responsibilities for all international travel initiatives, including resources, time, and budget, ensuring proper control of expenditures for the initiatives for which they are responsible.
- Develops, writes, and follows travel reports and Smartsheets, while maintaining the CRM including visit statistics. In combination, these accurately document all components of each marketing initiative for which they are responsible and contributes appropriate updates to the overall MUR tactics document.

**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 or equivalent combination of education and experience required.

Experience

- Minimum 3 years of experience in a presentation/persuasion focused role (such as sales or student recruitment).
- Demonstrated experience in persuading, informing, and influencing complex decisions.
- Experience in developing and delivering online and in-person events is an asset.
- Experience in postsecondary student recruitment is preferred.
- Experience in independent/self-directed international travel is an asset.
- Experience as a student at the University of Waterloo is an asset.

Knowledge/Skills/Abilities

- Outstanding public/promotional/persuasive speaking and presentation skills including presentations to large and small audiences.
- Ability to plan, develop, execute, and report upon annual recruitment plans that measurably address the needs of assigned recruitment markets.
- Ability to independently lead and conduct individual and group recruitment travel, which often includes travel for weeks at a time.
- Ability to speak credibly and accurately about a wide array of topics including all aspects of academic and student life at Waterloo,
- Must exhibit excellent interpersonal and communication skills and be able to build strong collaborative relationships with key stakeholders.
- Excellent written and verbal communication skills, showing confidence communicating with individuals from different cultures.
- Motivated, ambitious, and a results-driven go-getter.
- Must be a team player who thrives in a busy environment.
- Ability to prioritize effectively, including the ability to work both independently and collaboratively, including aiding in peer mentorship.
- Ability to maintain and work within allocated budget for projects as well as within an annual plan.
- Technology literacy and skilled in use of productivity, presentation, and web meeting/presentation technologies.
- Fluency in languages other than English is an asset.
- A Vulnerable Sector Check is required
- A valid Driver's Abstract and a valid G driver's licence is required.

Nature and Scope

- **Contacts:** Internally, communicates with a wide range of departments and groups in order to deal with, influence, and motivate employees or groups of people to ensure the successful implementation of off-campus international undergraduate recruitment strategies; externally, communicates with a wide variety of international audiences to deal with, influence, and motivate others to achieve institutional international enrolment management goals, including safeguarding consideration of Waterloo's needs in collective marketing strategies developed by external interuniversity committees.

Job Description

- **Level of Responsibility:** Responsible for the successful project management of a university-wide function to operationalize university strategies related to off-campus international recruitment; expected to exhibit a vitally important high degree of mature and credible professionalism as the representative of the university, which has a significant impact on Waterloo's reputation, international enrolment management objectives, and revenue.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing international travel strategies, including market research, organization of resources, personal interactions and collaboration, work flow, consultation, 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 international recruitment audiences; makes independent decisions while travelling and to ensure that Waterloo's international marketing priorities are top of mind at meetings of external organizations.
- **Physical and Sensory Demands:** While on campus, minimal demands typical of a position operating within an office environment; while travelling: extreme demands because of unavoidable exposure to dangerous or unpleasant environments, and disruptions in lifestyle coupled with unusual hours/schedules; extensive and lengthy worldwide travelling involving large amounts of international travel, overnight stays in hotels, and visits to a wide variety of educational institutions; requirement to remain physically and mentally alert, working under pressure and in unfamiliar environments; heavy lifting of recruitment materials; constant alertness required during travel, driving, and presentations. While travelling: possibility of exposure to political unrest and increased potential for unstable social conditions; difficulties associated with travelling and communicating where English is not the first language; additional hours of work and prolonged absences from office and home; multiple and/or tight deadlines related to the expectation that correspondence and responses to accumulated email inquiries be dealt with even during absences from the office; increased stress during travel caused by tight scheduling that maximizes effectiveness in a market and consequent pressure resulting from unplanned events such as traffic delays and inclement weather.
- **Working Environment:** While on campus: minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project-management-level responsibilities; work outside the normal operating hours of the institution; while travelling: extreme exposure to disagreeable conditions during the travel season: long hours travelling in economy class, limited ability to l; extensive driving; standing for periods ranging from 8 to 12 hours; extreme temperatures and weather conditions;; exposure to health risks could occur; living in hotels and spending time away from the office and home