**Job Description**

**Job Title:** International Recruitment Specialist  
**Department:** Registrar’s Office  
**Reports To:** Manager, International Recruitment & Partnerships  
**Jobs Reporting:** None  
**Salary Grade:** 9  
**Effective Date:** October 16, 2017

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**Primary Purpose**

Within the Marketing & Undergraduate Recruitment (M&UR) unit of the Registrar's Office (RO), responsible for successful implementation of off-campus international recruitment and admissions marketing strategies, including budget, travel, communications, research, and data analysis. Plays a key role in providing mature, confident, competent, and credible external representation of the university in an important market in which expanded enrolment is a major institutional goal.

**Key Accountabilities**

*List the major responsibilities of the job, divided into 3 to 5 broad categories. These should reflect 80 - 90% of “what” the job does not the “how”. Insert a category heading and in bullet form below, state specific responsibilities.*

**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; uWaterloo 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 uWaterloo 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.
- When appropriate, manages successful implementation of the on-the-spot admission of international applicants, including liaising with applicants and key RO staff to ensure that documents are received, applications are complete, and offers are generated.
- Proactively investigates and facilitates other departments’ initiatives and faculty outreach activities that support the university’s international strategic objectives.
- As needed, represents uWaterloo with key international professional and government organizations that have a significant impact on uWaterloo’s ability to meet international targets.
### Responsible for significant international travel to represent uWaterloo

- 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 uWaterloo’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, and provides support and training when travelling.
- When travelling, represents and acts on behalf of uWaterloo departments that have a mandate to internationalize, including but not limited to Alumni Affairs, Waterloo International, Co-operative Education & Career Action, 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 uWaterloo’s face-to-face spokesperson with all audiences.
- Maintains awareness of cultural norms, travel advisories, and sensitivities in targeted markets and adjusts behaviour, appearance, clothing, and outward expressions of personal beliefs in order to assimilate so that uWaterloo can be presented in a professional manner (e.g., no outward signs of Christianity; for females, covering the head in the Middle East).

### 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 leadership 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 M&UR, 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 M&UR 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 Associate Registrar, Admissions, and the RO Admissions Officers to facilitate the application process for international students.
- With recognition and understanding of the disparate priorities of on-campus partners, supports the Senior International Recruitment Specialist in building consensus and co-ordinating 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.
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- Supervises and guides the Co-ordinator, Communications & Liaison, with respect to setting the international liaison travel schedule, booking visits, and shipping materials.
- Proactively shares knowledge so that all M&UR team members can incorporate new information and techniques into their initiatives.
- Embraces supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy in his/her work.

**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 s/he is responsible.
- Maintains a clear understanding of the needs and behaviours of M&UR’s international target audiences and influencers at different stages throughout the enrolment management funnel in order to enhance the strategies for which s/he is 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 uWaterloo’s competitors.
- Understands the role of research in M&UR’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 s/he is 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 the Department of Foreign Affairs and International Trade; the Ministry of Training, Colleges and Universities; Canadian embassies and consulates; in-country professional organizations; high school guidance counsellors; uWaterloo alumni; and educational consultants.

**Project manages work flow 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 s/he is responsible.
- Develops, writes, and follows Marketing Action Plans that accurately document all components of each particular marketing initiative for which s/he is responsible, and contributes appropriate updates to the overall M&UR tactics document.

**Required Qualifications**

*If hiring today, what would be the required education, experience, knowledge, skills and abilities?*
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**Education**
- Bachelor’s degree, preferably from uWaterloo, or equivalent education and experience

**Experience**
- 3-5 years of experience in an international high school liaison and/or student recruitment role

**Knowledge/Skills/Abilities**
- **Essential:** demonstrated outstanding public/promotional speaking and presentation skills; ability to influence and motivate others.
- Demonstrated ability to think on the spot, improvise, solve problems, and make effective decisions independently.
- Beneficial: 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.
- Clear understanding of 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, international education systems, international 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 international recruitment markets.
- Proven degree of maturity, confidence, and competence sufficient to provide effective, credible representation of uWaterloo at international educational events and on interuniversity committees.
- Excellent written and oral communication skills.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- Strong organizational 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.

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**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 uWaterloo’s needs in collective marketing strategies developed by external interuniversity committees.
- **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 uWaterloo’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 uWaterloo’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, enthusiastic, and cheerful under pressure and in unfamiliar environments; heavy lifting of recruitment materials; constant alertness required during travel, driving, and presentations. **Mental Stress:** 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: 8- to 24-hour plane rides in economy class, with little opportunity to stretch and move about; extensive driving; standing for periods ranging from 8 to 12 hours; extreme temperatures and weather conditions; substantially elevated levels of smog and pollution; exposure to numerous diseases and unsanitary conditions; exposure to wild animals, reptiles, and insects; living in hotels and spending time away from the office and home; necessity of putting personal/social activities on hold.