

Job Description

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| Job Title: | Undergraduate Recruitment Coordinator |
| Department: | Applied Health Sciences |
| Reports To: | Associate Dean, Undergraduate Studies |
| Jobs Reporting: | Click here to enter text (please enter job titles, not incumbent names) |
| Salary Grade: | USG 8 |
| Effective Date: | September 2017 |

Primary Purpose

This individual represents the Faculty of Applied Health Sciences (AHS) with recruitment audiences and is responsible for developing and executing the Faculty's strategic marketing and recruitment plans in terms of relationship building and event management.

Key Accountabilities

Marketing and Recruitment Plan Development

- Conduct research to inform strategic direction (and implementation) of AHS initiatives related to relationship building, event, outreach and student transition.
- Conduct research using multiple sources and methodologies to guide and develop strategies for assigned projects.
- Develop and manage an annual budget for Faculty event and relationship building strategies (funds provided by Faculty).

Relationship building

- Initiate and maintain professional relationships within AHS and other University of Waterloo academic units (e.g., professors, staff, current students, alumni, etc.) for engagement and participation in AHS recruitment, admissions, and student transition initiatives.
 - Represent AHS on University-wide and Faculty-wide committees and advisory groups related to recruitment and admissions and event and relationship building initiatives (e.g., Roundtable targeted at events and relationship building).
- Create and cultivate relationships with domestic and international students, influencers, and key stakeholders (e.g., contribute to Faculty-specific communications to prospective students and applicants, respond to student inquiries, regularly set up meetings and communicate with relevant academic units within and outside AHS who are involved with recruitment, engagement, transition, and admissions).
- Lead AHS's confirmation strategy for students (e.g., arrange hand-written note writing, co-ordinate calling campaign, etc.).
- Coordinate and monitor the Faculty's social networking channels.
 - Management of AHS's recruitment social media platforms as part of the overall Faculty marketing and recruitment plan.

Event management

- Conceptualize, plan and lead events for AHS (e.g. Fall Open House, March Break Open House, Shadow Days, You @Waterloo Day, etc.) including the creation and/or delivery of presentations and tours.
 - Act as the first point of contact for prospective students and parents, responding to inquiries both in person and via email/phone to provide accurate and timely information about AHS's various academic programs and areas of focus.

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| <ul style="list-style-type: none"> ○ Participate in off-campus visits (domestic and international) to connect with discipline-specific departments and organizations (Independently or with the Marketing and Undergraduate Recruitment team). ○ Lead and manage the Faculty's participation in the Ontario Universities' Fair; recruiting and training booth workers and volunteers. ○ Work with Faculty academic units to develop plans for unit-specific events. |
| <p>Training and Supervision</p> <ul style="list-style-type: none"> ● Develop and lead AHS training for liaison officers, student volunteers, and others involved in delivering recruitment initiatives. <ul style="list-style-type: none"> ○ Hire, train, and supervise a co-op student in the fall and winter terms. ○ Hire, train, and supervise a team of 50+ AHS student volunteers. ○ Ensure that the Faculty's key value propositions and differentiators are highlighted. |

Required Qualifications

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| <p>Education</p> <ul style="list-style-type: none"> ● Completion of a post-secondary degree, diploma or certificate required. Completion of an undergraduate Bachelor's program is preferred. ● Background in an Applied Health Sciences-related field, or marketing and communications-related field is preferred. |
| <p>Experience</p> <ul style="list-style-type: none"> ● Experience leading and managing special events an asset ● Experience in a student engagement, communications, or public relations role is an asset. ● Experience building relationships and performing public relations functions with the public. ● Experience with the development and delivery of informational presentations. ● Experience working as part of a team in an environment that requires strong time management skills and ability to adapt to a changing environment. ● Experience creating and managing social media campaigns targeted at large and diverse audiences is an asset. |
| <p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none"> ● Knowledge of student recruitment practices or experience with the 17-20 year-old market desirable. ● Demonstrated ability to act as a spokesperson and representative within various academic and/or public environments ● Ability to provide information to an audience in an engaging, and memorable manner ● Familiarity with social media applications including Facebook, Twitter, Snapchat, and Instagram. ● Valid driver's license is an asset, some local off-campus travel may be required |

Nature and Scope

- **Contacts:**

Internal contacts: The Recruitment Coordinator works closely with the Faculty of Applied Health Sciences Marketing and Recruitment Specialist to build relationships between the Faculty of Applied Health Sciences and prospective students. The Undergraduate Recruitment Coordinator works as a team member in the Student Services Group of Applied Health Sciences. The Recruitment Coordinator relies on strong working relationships with undergraduate program coordinators, faculty members, and student volunteers; as well as stakeholders within other UW academic units..

External contacts: The Coordinator interacts primarily with prospective students/applicants, teachers, and parents.

- **Level of Responsibility:** The Recruitment Coordinator is responsible for the development, execution, and evaluation of recruitment events and relationship-building initiatives. Responsible for upholding the Faculty's standards and reputation through all outward-facing interactions. Responsible for training student ambassadors, faculty and staff ambassadors and others involved in delivering recruitment initiatives. Responsible for supervising co-op students hired to support recruitment activity.

Problem solving: As the first point of contact, the Recruitment Coordinator solves problems that impact Applied Health Sciences' enrollment management strategies and/or execution of Faculty events. Problems may be logistical in nature such as event management. Others may be related to ensuring clarity of communications with prospective students.

Financial accountability: The Recruitment Coordinator is responsible for developing and managing an annual budget for Faculty event and relationship building strategies. The Recruitment Coordinator is accountable for monitoring expenditures to ensure that the plan is delivered within budget and provides value for recruitment purposes.

- **Decision-Making Authority:** The Undergraduate Recruitment Coordinator is responsible for developing productive and professional relationships with a wide range of stakeholders. As such, the incumbent is responsible for making timely decisions related to the execution of AHS's recruitment and marketing plan. The Recruitment Coordinator makes decisions related to the execution and management of special events and relationship-building strategies within an approved budget.
 - **Physical and Sensory Demands:** Physical risks typical of those associated with a business traveler. The role requires exertion of physical or sensory effort resulting in moderate fatigue, strain, or risk of injury. Minimal exposure to disagreeable psychological conditions typical of a supervisory position
 - **Working Environment:** Mainly an office environment.
- Travel:** Some travel is required. Examples include participation at the Ontario Universities' Fair, off-campus recruitment meetings or events. One week of international travel a possibility.
- Working Hours:** Regular working hours, some evening/weekend work required.
- Risks:** Minimal exposure to disagreeable conditions.