

## Job Description

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<b>Job Title:</b>	Recruitment and Student Engagement Coordinator
<b>Department:</b>	Dean's Office, Faculty of Environment
<b>Reports To:</b>	Associate Dean, Undergraduate
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	8
<b>Effective Date:</b>	December 14, 2017

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### **Primary Purpose**

The Recruitment and Student Engagement Coordinator acts as the 'Public Face' for undergraduate recruitment in the Faculty of Environment. They are responsible for the execution of Faculty of Environment undergraduate recruitment and transition initiatives. They are the undergraduate student contact for Orientation and incoming student transition.

### **Key Accountabilities**

#### **Execution of the Faculty of Environment undergraduate recruitment plan, including but not limited to:**

- Working with the Marketing and Recruitment Specialist (Environment) and Marketing and Undergraduate Recruitment to create an annual Recruitment Operations Plan and Tactics based on enrollment goals and historical and forecasted trends
- Documenting (Marketing Action Plans) and completing the recruitment tactics assigned to the role including but not limited to:
  - Events (See Accountability #2)
  - Social networking implementation (lead and monitor Faculty/Program-specific social networking initiatives in accordance with Faculty communication plan)
  - Development and delivery of presentations for tours, open houses, discipline specific off-campus events
  - Training for Faculty of Environment recruitment audiences, including Marketing and Undergraduate Recruitment Liaison Officers
  - Representing the Faculty on University-wide and Faculty-wide committees and advisor groups related to recruitment and admissions and event and relationship building initiatives (e.g. Recruitment Roundtable)
  - Application and confirmation strategies
    - Applicant and admitted student note writing
    - Calling campaigns
- Inquiry management and visits

#### **Event planning (Marketing Action Plans), budgeting, execution, and evaluation, including but not limited to:**

- On-campus events
  - Ontario University Fair
  - Fall Open House
  - March Break Open House
  - You@Waterloo Day
- Off-campus events
  - Ontario University Fair

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<ul style="list-style-type: none"><li>○ Domestic or International Faculty-specific visits</li><li>● High School Enrichment Activities<ul style="list-style-type: none"><li>○ Individual school visits</li><li>○ TD Walter Bean High School Lecture</li></ul></li><li>● Transition events<ul style="list-style-type: none"><li>○ ENV 101 (In collaboration with the Student Success Office)</li></ul></li><li>● Unit-specific events</li></ul>
<p><b>Relationship Building/Management, including but not limited to:</b></p> <ul style="list-style-type: none"><li>● Members of the Advancement and Communication teams within the Faculty of Environment to ensure success of their initiatives</li><li>● Professors, staff, current students, alumni, etc. for involvement in recruitment, admissions, and student engagement</li><li>● Prospective students, influencers, and key-discipline-specific stakeholders</li><li>● Coordination of a large number of student volunteers</li><li>● Student engagement partners including St. Paul's, Student Success Office, and Federation of students</li></ul>
<p><b>Student transition and Orientation, including but not limited to:</b></p> <ul style="list-style-type: none"><li>● Being the Faculty of Environment Orientation Advisor, which oversees the Faculty of Environment Federation Orientation Committee (FOC) and the successful running of Environment Orientation week activities</li><li>● Working collaboratively with the Student Success Office on student transition initiatives</li></ul>

### Required Qualifications

<p><b>Education</b></p> <ul style="list-style-type: none"><li>● Bachelor's Degree required. Specialization in an Environment-related discipline preferred or equivalent education and experience</li></ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"><li>● Relationship and/or event management experience required.</li><li>● Experience in a student engagement, communications or public relations role preferred</li><li>● Experience in the execution of events and interaction with the public.</li><li>● Experience with the development and delivery of informational presentations</li><li>● Experience working as part of a team in an environment that requires strong time management skills and ability to adapt to a changing environment.</li></ul>
<p><b>Knowledge/Skills/Abilities</b></p> <ul style="list-style-type: none"><li>● Demonstrated ability to deliver information in a highly informative and engaging manner required</li><li>● Knowledge of student recruitment practices or experience with the high school market population desirable</li><li>● Familiarity with social media applications including Facebook, Twitter, and Instagram</li></ul>

### Nature and Scope

- **Contacts:** Internally, makes contacts with ENV Undergraduate Chairs, ENV faculty members and staff, Admissions, Student Success Office, Federation of Students, and Marketing and Undergraduate Recruitment. Externally, makes contacts with prospective students and their guardians, suppliers, caterers, and high school teachers
- **Level of Responsibility:** This job has specialized work with minimal supervision and provides guidance to others. The position has historically supervised a co-op student

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- **Decision-Making Authority:** This position has decision-making authority; complex and non-routine issues involve consultation with Associate Dean, Undergraduate Studies. This position makes decisions about budget spending and recruitment initiatives
  - **Physical and Sensory Demands:** Minimal demands, typical of a position within an office environment; peak times can include numerous student requests, multiple priorities and frequent interruptions.
  - **Working Environment:** Occasional travel required; Regular working hours. Frequent evening and weekend work required; Involves minimal physical or psychological risk resulting from a diverse environment with deadlines, multiple priorities and frequent interruptions.