

## Job Description



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<b>Job Title:</b>	Recruitment and Admissions Coordinator
<b>Department:</b>	Stratford School of Interaction Design and Business
<b>Reports To:</b>	Academic Administrative Supervisor
<b>Jobs Reporting:</b>	N/A
<b>Salary Grade:</b>	USG 7
<b>Effective Date:</b>	October 2020

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### **Primary Purpose**

Responsible for managing enrolment for undergraduate and graduate programs. This includes marketing, recruitment, communication and responsibility for KPI. This position works closely with several departments on main campus due to centralized recruitment efforts.

### **Key Accountabilities**

#### **Responsible for recruitment strategies:**

- Creates an effective research-based recruitment and communications plan. Including but not limited to: planning, budgeting and execution of digital, print and event strategies.
- Works with internal stakeholders including the Faculty of Arts Undergraduate Office (UAO), the Faculty of Arts Dean's Office (DO), the Marketing and Recruitment Office (MUR) and the Graduate Studies Office (GSO) and others to ensure a coordinated and strategic approach.
- Participates in recruitment events internally and externally while collecting data for evaluation.
- Works to forecast recruitment spending and manages that budget.

#### **Responsible for managing communication plan:**

- With involvement and collaboration with the AUO, DO, MUR and GSO develops and implements a content strategy that aligns with broader university recruitment plans which may include publications, websites and social media campaigns
- Creates written content and/or provides editing support for communications in print, websites, social media, newsletters, e-mail campaigns, blogs, etc.

#### **Relationship Management**

- Serves as the principal contact for both the undergraduate and graduate applicants focusing on high-touch customer service including e-mail, phone calls, personalized visits and larger recruitment events.
- Develops and delivers presentations and tours to a variety of stakeholders.
- Implements program specific confirmations strategies including and not limited to hand-written notes, applicant calling, chat sessions, etc.
- Assists in developing and executing travel for both programs.

#### **Management of admissions processes**

- Tracks and reports application data identifying trends, opportunities and challenges to support strategic planning.
- Manages admission inquiries from applicants. This may include: GPA calculation, institution accreditation assessments, or document verification, liaising with the GSO, preparation of background information for special cases, provide communication for Offer of admission, following up on denial decisions, etc.
- Provide back up for undergraduate position.

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### **Supporting Stratford Campus Services and Activities**

- Provides logistical and other support for the Stratford School initiatives including but not limited to: MDEI Bootcamp, GBDA Orientation, Student Showcase and other events.

*\*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**

- Completed University degree or equivalent education and experience

#### **Experience**

- Experience in a student engagement, communications, or public relations role
- Experience building relationships with targeted audiences.
- Excellent promotional writing and content web writing experience
- Experience in special events coordination
- Experience managing volunteers for events is preferred
- 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

#### **Knowledge/Skills/Abilities**

- Superior client service skills
- Self-starter, intrinsically motivated with the ability to work independently or within a team under tight deadlines
- Proven ability to meet strict deadlines without compromising quality
- Proven ability to handle difficult situations with tact and diplomacy, and demonstrated problem-solving skills
- Knowledge of student recruitment practices or experience with the 17-20 year-old market is 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
- 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.
- Excellent written and oral communication skills
- 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

### **Nature and Scope**

- **Contacts:** Superior interpersonal skills; ability to apply sound judgement and to handle confidential materials. Proven ability to deal faculty, staff and students with tact and diplomacy.

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- **Level of Responsibility:** Must be self-directed with proven initiative and the ability to work independently in a busy multitasking and deadline oriented. Well-developed organizational skills and attention to detail are required. Superior administrative skills are required, including excellent communication (oral and written). Proven ability to problem solve; commitment to process improvement.
  - **Decision-Making Authority:** Makes decisions about the most effective methods for creating effective recruitment and admissions strategies. This includes research, collaboration, work flow, budgeting and other key accountabilities.
  - **Physical and Sensory Demands:** Minimal exposure to disagreeable conditions atypical of an administration position operating within an office environment.
  - **Working Environment:** Office based with occasional travel for events and meetings. The incumbent will be part of a dynamic, forward looking team and must be open to change along with the ability to adapt to new situations quickly.