Job Description

Job Title: Recruitment and Admissions Coordinator
Department: Stratford Campus
Reports To: Administrative Officer
Jobs Reporting: N/A
Salary Grade: 7
Effective Date: February 1, 2018

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 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 AUAO, 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.
Job Description

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

Required Qualifications

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<tr>
<th>Category</th>
<th>Requirements</th>
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<tbody>
<tr>
<td>Education</td>
<td>Completed University degree</td>
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<tr>
<td>Experience</td>
<td>Several years of administrative experience in an academic environment, preferably admissions.</td>
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<tr>
<td>Knowledge/Skills/Abilities</td>
<td>Excellent computing skills using Microsoft Office, OnBase, Quest, chat systems, etc.</td>
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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.
- **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.