

Job Description

Job Title:	National Marketing & Recruitment Specialist
Department:	Marketing & Undergraduate Recruitment/Registrar's Office
Reports To:	Manager, Liaison
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	November 2019

Primary Purpose

Within the Marketing & Undergraduate Recruitment (M&UR) unit of the Registrar's Office (RO), responsible for the successful scheduling and implementation of all activities related to national (within Canada outside Ontario) undergraduate liaison and associated recruitment and admissions marketing strategies, including budget, travel, communications, research, and data analysis, as well as the training of uWaterloo personnel who represent the university to a variety of audiences within Canada. 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

Responsible for developing, managing, and implementing all aspects of undergraduate marketing and recruitment strategies for specific national liaison initiatives

- Researches, develops, implements, manages, and enhances appropriate national undergraduate liaison activities and associated marketing and recruitment strategies for attracting high-quality students, including targeted strategies for specific audiences such as Aboriginal students.
- Organizes and co-ordinates travel to and in-person encounters with prospective students at strategically selected national high schools primarily outside Ontario, including international schools located in Canada outside Ontario.
- Leads proactive recruitment events, including but not limited to presentations and networking with guidance counsellors, parents, alumni, co-op employers, and the media.
- Manages positive and effective relationships with prospective students, applicants, and parents; liaison, recruitment, and admission specialists from other Canadian institutions; guidance counsellors, teachers, principals, and school board officials; uWaterloo students and alumni; representatives of businesses, employers, community agencies, and government; and interuniversity committee members.
- Informs the development and execution of liaison scripts, visual presentations, and display materials appropriately targeted for national audiences outside Ontario.
- Ensures timely, accurate, consistent, and ongoing follow-up with key audiences, including responses to direct in-person or email inquiries from students encountered by uWaterloo representatives during national liaison events.
- When appropriate, manages successful implementation of the on-the-spot admission of national applicants, including liaising with applicants and key RO staff to ensure that documents are received, applications are complete, and offers are generated.
- Develops, implements, and evaluates an effective training program to ensure that all Liaison Officers as well as on-campus national marketing and recruitment partners can successfully carry out their roles, convey accurate and appropriate key messages, and represent the university in a

personable but professional manner that reinforces uWaterloo's reputation, converts prospects to applicants, and results in admitted students confirming their offers.

- Represents uWaterloo on and works effectively with a variety of external interuniversity provincial committees related to his/her key accountabilities.
- Supports and assists with the organization and co-ordination of uWaterloo's participation in the guidance counsellor Regional Dialogues and the annual liaison workshop, which are hosted by Ontario universities on a rotating basis.
- Proactively investigates and facilitates other departments' initiatives and faculty outreach activities that support the university's national strategic objectives.

Responsible for significant travel to represent uWaterloo

- Travels for extended periods in Canadian provinces outside Ontario as a key uWaterloo representative at high schools, education fairs, conferences, and businesses.
- As required, represents uWaterloo at liaison and associated events within Ontario.
- When travelling, represents and acts on behalf of departments such as but not limited to Alumni Affairs, and Co-operative Education & Career Action, fulfilling responsibilities consistent with positions such as Business Developer; Student Advisor; and Senior Alumni Officer, Outreach.
- Exhibits a consistently high level of maturity, professionalism, and credibility to act as uWaterloo's face-to-face spokesperson with all audiences.
- Carefully co-ordinates logistics for all uWaterloo national liaison travel outside Ontario, including creatively solving any problems that may arise and organizing well-developed plans that include consideration of important factors such as other universities' travel strategies and high school professional development days.
- Maintains awareness of cultural, language, religious, political, socio-economic, and any other relevant factors in uWaterloo's recruitment markets.

Collaborates, advises and consults

- Advises the Manager, Liaison, and the Director, International, with respect to all aspects of researching, developing, managing, implementing, evaluating, and enhancing national liaison and associated recruitment strategies.
- Provides leadership and audience expertise with respect to implementing national marketing strategies, and consults with, advises, and interacts directly with 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 student societies and clubs.
- Works closely with and advises the Manager, Liaison, and collaborates with the International Recruitment Specialists to plan and co-ordinate uWaterloo's national liaison travel, including visits to Canadian international schools and Aboriginal students located outside Ontario, and to ensure the integration, co-ordination, and consistency of any audience-specific scripts, presentations, and other initiatives.
- Supervises and guides the Co-ordinator, Communications & Liaison, with respect to setting the national liaison travel schedule, booking visits, and shipping materials.
- Collaborates with and advises M&UR communications team members with the goal of ensuring that nationally focused print and digital initiatives align with other national liaison and associated strategies.
- With recognition and understanding of the disparate priorities of on-campus partners, works collaboratively to build consensus and to co-ordinate the alignment of national marketing strategies and liaison initiatives to balance the needs of other areas and to ensure the effective marketing of both these units and the university as a whole.
- Works closely with the Associate Registrar, Admissions, and the RO Admissions Officers to facilitate the application process for national students.

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- Collaborates with the Manager, Liaison, in the hiring of annual contract Liaison Officers.
- 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 national undergraduate prospective students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, and how any changes impact national liaison and associated recruitment strategies.
- Understands the role of research in M&UR's evidence-based strategies, and collaborates with the Research Manager, to establish research objectives to inform decision-making, strategy development, messaging, and budget; to determine the optimal methods of evaluating the effectiveness of the strategies for which s/he is responsible; and to ascertain and recommend the most effective enhancements.
- Maintains a clear understanding of generational characteristics and the needs of all audiences at different stages throughout the enrolment management funnel in order to enhance the personalized encounters and national strategies for which s/he is responsible.
- Researches and recommends enhanced off-campus marketing strategies, and keeps current with respect to best practices.
- Maintains awareness of trends in national education and application systems, of significant developments that impact the marketing of the university to national audiences, and of the liaison and marketing practices of uWaterloo's competitors.
- Responsible for ensuring the ongoing evaluation of the quality of Canadian high schools outside Ontario as a basis for determining preeminent schools to visit.

Project manages work flow and business practices

- Assumes project management responsibilities for all university-wide undergraduate national liaison and associated marketing and recruitment activities, including personnel, resources, time, and budget, ensuring proper control of expenditures for the strategies for which s/he is responsible.
- Develops, writes, and follows Marketing Action Plans that accurately document all components of each marketing strategy for which s/he is responsible, and contributes appropriate updates to the overall M&UR tactics document.

Other

- Participates in M&UR recruitment events and in the administration of specific RO department-wide responsibilities, including convocation and such other general and specific duties as may from time to time be determined.

**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

- Bachelor's degree, preferably from uWaterloo

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- Valid G license

Experience

- 3-5 years of experience in a high school liaison and/or student recruitment role.
- Essential: demonstrated outstanding public/promotional speaking and presentation skills.
- 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.
- Essential: student leadership experience during university studies, preferably involving training/mentoring other students.

Knowledge/Skills/Abilities

- Clear understanding of both domestic and 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, 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.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- 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.
- 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.
- Demonstrated ability to think on the spot, improvise, solve problems, and make effective decisions independently.
- Essential: ability to influence and motivate others. Awareness of and sensitivity to cultural, language, religious, political, socio-economic, and other relevant factors in uWaterloo's recruitment markets.
- Proven degree of maturity, confidence, and competence sufficient to provide effective, credible representation of uWaterloo at high school and educational events and on interuniversity committees.

Nature and Scope

- **Contacts:** Internally, communicates with all employees in all groups and departments and at all levels to ensure the successful implementation of all national liaison and associated marketing strategies so that uWaterloo can continue to attract high-quality students; externally, communicates with a wide variety of audiences to deal with, influence, and motivate others to achieve university goals, including safeguarding consideration of uWaterloo's needs in collective marketing strategies developed by external interuniversity committees.
- **Level of Responsibility:** Responsible for managing a university-wide function or process to ensure the success of national liaison and associated marketing strategies, which represent a crucial element of the overall undergraduate recruitment and admissions strategic marketing plan and have a significant impact on uWaterloo's reputation, enrolment management objectives, and revenue.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing all national liaison strategies, including market research, organization of staff and 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 recruitment audiences; makes independent decisions

while travelling and to ensure that uWaterloo's national marketing priorities are top of mind at meetings of external interuniversity organizations.

- **Physical and Sensory Demands:** While on campus, minimal demands typical of a position operating within an office environment; while travelling, possible disruptions in lifestyle coupled with unusual hours/schedules; overnight stays in hotels; 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.
- **Working Environment: While travelling:** 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. **While on campus:** minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management-level responsibilities; work outside the normal operating hours of the institution; while traveling: frequent flying, standing for long periods, living in hotels and spending time away from the office and home, necessity of putting personal/social activities on hold.