

Job Description

Job Title:	Graduate Recruitment Officer
Department:	Dean of Engineering – Graduate Studies
Reports To:	Strategic Graduate Enrolment Manager
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	Oct. 18, 2017

Primary Purpose

Reporting to the Strategic Graduate Enrolment Manager (SGEM) in the Faculty of Engineering (part of the Graduate Studies team in the Office of the Dean of Engineering), the Graduate Recruitment Officer will market and promote the Faculty of Engineering's graduate studies programs to attract the best graduate students and professionals from across Canada and internationally. The incumbent is accountable for planning, project managing, implementing, evaluating and reporting on marketing and communications initiatives to attract potential graduate students. This role works closely with the Faculty of Engineering's Marketing and Communications team as a means to integrate and leverage strategic plans and communications initiatives for the Faculty.

Key Accountabilities

List the major responsibilities of the job, divided into 3 to 5 broad categories. These should reflect 80 - 90% of "what" the job does not the "how". Insert a category heading and in bullet form below, state specific responsibilities.

Graduate Student Recruitment Strategies:

- Identify and profile appropriate audiences for the Faculty's graduate programs including, but not limited to, research-based programs, course-based programs, and online programs
- Evaluate current and potential student markets for recruiting opportunities
- Commission market research as appropriate to gain insight of key audience interests aligned with program delivery
- Disseminate research-based best practices to departments and on-campus stakeholders, as they relate to graduate recruitment strategies.
- Develop strategic approaches, key marketing messages, audience identification, communications collateral, and evaluation measures for graduate student recruitment and enrolment initiatives.
- Develop and execute appropriate marketing communications strategies and tactics ensuring they are aligned with appropriate measurable goals, and regularly track and report against goals as a means of determining effectiveness of marketing communications programs and create recommendations
- Plan and organize the announcement of new engineering graduate programs
- Work with the Faculty of Engineering's Marketing and Communications team to create marketing and communications strategies and work together to set a tactical plan to deliver on objectives
- Report on success and outcomes of recruitment efforts, make recommendations for improvement
- Develop and manage recruitment budget
- Remain current on issues, trends, technologies, demands and approaches in marketing communications

Graduate Recruitment Events:

- Manage Faculty wide graduate recruitment events; collaborate with Graduate Studies and Postdoctoral Affairs (GSPA), other faculties, departments, and other universities as required.
- Research and identify graduate recruitment fairs in which to participate
- Identify, develop and promote appropriate recruitment events as required

Job Description



- Organize and execute appropriate recruitment events, including management of event logistics
- Provide event updates and liaise with key stakeholders, internal to UW and external partners
- Liaise with appropriate individuals to arrange faculty, staff and student leader participation in events.
- Prepare and/or coordinate required promotional materials
- Evaluate post-event and provide recommendations for continual improvement
- Represent the Faculty, including oral presentations to large and small groups, and one-on-one as a means to recruit potential students

Marketing and communications:

- Identify written and digital communication needs to support the Faculty's graduate recruitment and enrolment plans
- Working with the Faculty of Engineering's Advancement marketing and communications team, identify key profile opportunities, and as required, research and write student and/or professor profiles
- Research, write and produce graduate studies brochures and other appropriate promotional materials for recruiting for individual programs
- Write and produce print, video, and electronic advertising as required and identify and coordinate appropriate placement
- Regularly review and update the online content aligned with recruiting for Engineering Graduate Studies
- Work with the Faculty's Digital Media Manager to develop social media strategies and initiatives as a means to engage with applicants
- Work with UWaterloo Creative Services in the development of printed materials

Internal support and leadership:

- Lead working groups and other events to influence (progress) the knowledge and culture of graduate recruitment practices for the Faculty
- Manage Faculty wide CRM platform, oversee and train users, leverage reporting data and develop strategies to enhance communication
- Ensure the effective project management of recruitment projects, including personnel needs and resources, as well as the definition, monitoring, reporting, and refining of appropriate measuring and reporting metrics
- Develop and manages project methodology that ensures successful project integration with all stakeholders, ensuring thorough and open communication with all teams involved to deliver project goals.
- Working with the Faculty's Digital Media Manager, develop web best practices with Engineering academic units for marketing, graduate student recruitment and student engagement.
- Manage co-op students, freelance vendors, and external service providers as required.

Other recruitment and administrative functions, including but not limited to:

- Ensure that University of Waterloo and Faculty of Engineering branding, visual identity and styles are consistent in all graduate recruitment communications.
- Coordinate prospective graduate student visitation events
- Direct graduate prospect inquiries to appropriate office or individual
- Facilitate faculty member visits to businesses and other groups to promote graduate student recruitment
- Stay informed of developments related to engineering graduate studies
- Other duties as assigned

Job Description



Required Qualifications

If hiring today, what would be the required education, experience, knowledge, skills and abilities?

<p>Education</p> <ul style="list-style-type: none">• Bachelor's degree required. Master's degree preferred. Education or training in marketing and student recruitment preferred. Education related to event management, public relations, communications or a related field an asset. Engineering, science, technical or related education an asset.
<p>Experience</p> <ul style="list-style-type: none">• Demonstrated experience in student recruitment, preferably at the graduate level• Experience in writing effectively, authentically, and in a manner consistent with the quality and standard expected of university-level communication and aligned with brand strategies.• Demonstrated event planning and implementation experience• Experience preparing strategic plans for marketing communications including, CRM, media, consumer behavior/trends, and direct/addressable marketing• Experience in engaging internal and external stakeholders to work collaboratively and build consensus in a complex environment characterized by competing priorities.
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none">• Excellent oral communication skills, including proficiency in public/promotional speaking to support team training and persuasion for project commitment.• Proven abilities to write and edit for print and the web.• Process and detail oriented with a strong understanding of how to deliver on strategy.• Able to persuade, demonstrate and reinforce the value of graduate studies for prospective students, and marketing communications principals for internal stakeholders.• Strong project management, organizational and problem-solving skills coupled with the ability to manage multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.• Demonstrated ability to effectively communicate and collaborate with all levels of an organization.• Self-starter who can move quickly to find the right solution. Able to work independently, usually within a complex and often ambiguous environment, and collaborate on team marketing communication plans. <p>Intermediate to expert use of current project and data management tools including:</p> <ul style="list-style-type: none">• Client Relationship Management (CRM) tools (Salesforce and SugarCRM preferred)• Project Management Software (Wrike and Smartsheet preferred)• Slack• Office software:<ul style="list-style-type: none">○ Document preparation: Apple Pages or Microsoft Word○ Spreadsheet: Apple Numbers or Microsoft Excel○ Presentation: Apple Keynote or Microsoft PowerPoint• Web content management software (WCMS preferred)

Nature and Scope

INTERPERSONAL SKILLS: Highly detail oriented with strong project management skills. Confident and effective presentation skills to present and discuss recruitment initiatives with faculty and staff. Able to influence and motivate potential students to apply for a graduate program. Must maintain productive internal and external working relationships with primary internal groups including the Dean, Associate Deans, Department Chairs, Directors, Associate Directors, faculty and staff within the Faculty of Engineering. Internally interacts with colleagues across the university including GSPA, SSO, and faculty-based recruitment personnel. Represents the direct interests of the Dean and the Faculty to internal and external audiences and creates content that reflects the values and reputation of the Faculty. Able to manage confidential information, and work independently or as part of a team. The capacity to empower and lead project teams and to work effectively and efficiently in a complex, fast-paced, and changing environment with numerous deadlines and priorities is essential. The incumbent serves as a professional and competent resource to the campus community at all levels.

Job Description



LEVEL OF RESPONSIBILITY: This position requires a highly motivated and self-directed individual to work in a team environment. Taking direction from the Strategic Graduate Enrollment Management, the incumbent will work collaboratively with a wide range of stakeholders within the Faculty, across the University, and external to the University to develop and communicate effective graduate recruitment strategies and to implement and manage Faculty-level graduate recruitment activities. In this capacity, the incumbent will act as a representative of the Office of the Dean and the Faculty of Engineering. From time to time, the position will have co-op students as direct reports. The incumbent must be able to take initiative with little or no supervisory input. Must always exhibit a high degree of professionalism as a university representative.

DECISION-MAKING AUTHORITY: The role is responsible for making time sensitive recruiting and communications content decisions on behalf of the Faculty and must use sound judgement and discretion. The timeliness and quality of online content contributes to the overall reputation of the university and to achieving the university's goals.

PHYSICAL AND SENSORY DEMANDS: Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses.

WORKING ENVIRONMENT: Most work is performed in the office environment, including regular meetings with various campus and external partners, internal and external committees and networks; intermittent work outside the normal operating hours of the institution. Occasional travel. Continuous use of computer, audio-visual and other technology required to record, communicate and review data, reports, presentations, etc.