Job Description

**Job Title:** Recruitment and Admissions Coordinator

**Department:** School of Accounting and Finance

**Reports To:** Manager, Marketing and Communications

**Jobs Reporting:** N/A

**Salary Grade:** USG 8

**Effective Date:** January 2013

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**Primary Purpose**

This position is responsible for the development and implementation of recruitment and event strategies and plans in support of overall recruitment, admissions, student engagement, and general marketing goals of the School of Accounting and Finance.

The position includes assisting in the execution of communication, marketing and recruitment strategies, as it pertains to the recruitment and retention of high-quality students to 4 undergraduate and 3 graduate programs. The Coordinator will place specific emphasis in support of enhancing and increasing enrolment targets for the Master of Taxation (MTax) program, while actively maintaining the current recruitment and marketing goals for SAF’s 4 undergraduate and 3 graduate programs. Just as important is the position’s responsibility in assisting the Manager, Marketing and Communications (“the Manager”) in raising the profile of the SAF and managing the overall external and internal image and reputation of the School. The Recruitment and Admissions Coordinator will report to the Administrative Officer of the School of Accounting and Finance regarding sickness, vacation, time-off and other administrative matters, in coordination with the Manager.

**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.*

**Subject Matter Expertise**

- Remain knowledgeable about:
  - the School’s programs: BAFM, MAcc, Math/CPA, Bio/CPA, CFM
  - accreditation processes for accounting and finance professionals in Ontario/Canada.
  - the University’s recruitment and admissions policies and specifically the recruitment funnel
  - relevant recruitment, promotion, marketing, and communication strategies and mediums for our target audiences
  - relevant accounting and finance focused co-op/internship and career pathways for our students
  - CECA co-op recruitment processes, procedures, service offerings.

- **Events**
  - Develops marketing action plans for all undergraduate and graduate recruitment-related events
  - Leads, implements, and evaluates program-specific on-campus events and tours, which are included in the overall SAF marketing and recruitment plan
  - Leads, implements and evaluates off-campus program-specific events, which are included in the overall SAF marketing and recruitment plan
  - Leads and manages the SAF’s participation in the Ontario Universities’ Fair; recruits and trains booth workers
  - Visits local high schools to speak about AFM and/or attend high school career fairs as appropriate
  - Visits universities and schools of business to speak about MTax and/or attend graduate program/career fairs as appropriate
  - Recruits, manages, and trains event volunteers.

**Recruitment and Admissions**

- Consults with the Manager to devise undergraduate and graduate recruitment strategies and protocols, and determine required research
- Conducts research to inform strategic direction (and implementation) for relationship building, event, and outreach initiatives
- Attends the AFM Admissions Committee meetings as a voting member, providing support to the SAF’s admissions policy and participates in the admission activities associated with the admissions cycle
### Job Description

- Develops and leads training for Marketing and Undergraduate Recruitment liaison officers, student ambassadors, faculty student ambassadors, and others involved in delivering recruitment initiatives
- Ensures that the Faculty’s key value propositions and differentiators are highlighted
- Maintains files and provides detailed and accurate budgetary records for recruitment-related activities; generates regular recruitment-specific budgetary reports, annual cost comparisons, and specific breakdowns per event or initiative
- Works as a team with the Multi-Media and Web Specialist to implement web and online communications (e.g., web pages related to recruitment, e-communications, forums, blogs), consulting with other stakeholders, including the Manager as appropriate.

#### Relationship Building
- Develops marketing action plans for all relationship building and outreach initiatives
- Relationship-builds within SAF, Faculty of Arts and uW community (e.g., professors, staff, current students, etc.) for support and involvement in recruitment and admissions
- Relationship-builds to cultivate domestic and international students, influencers, and key discipline-specific stakeholders (e.g., Faculty-initiated follow-up from the inquiry management system (JPICs) and with applicants, handwritten letters, response to student inquiries, etc.)
- Acts as one of the “public faces” for the SAF with recruitment audiences for AFM
- Attends and provides leadership at all recruitment and outreach events for AFM
- Provides support in the development and implementation of the SAF conversion and outreach strategies

#### Student Engagement
- Responsible for the development, training, and management of the SAF Student Ambassador Program
- Develops and leads training for SAF Fellowship students, LLC Peer Leaders, and others involved in delivering academic success initiatives
- Collaborates with key SAF staff and faculty members in planning, training, and implementing retention and professional development events for current students.

#### SAF Marketing and Communications
- Assists in the planning, development, research, and implementation of the SAF Annual Report
- Assists in sourcing leads, writing and editing stories, media releases and photos for use in various communication and media vehicles
- Supports the SAF Advancement team in the implementation of the SAF’s External Relations initiatives
  - Collaborates with the Advancement team in identifying and developing stories of alumni, donors, and friends of the School.

### Required Qualifications

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

#### Education
- University degree preferred; equivalent combination of education and experience will be considered

#### Experience
- Extensive knowledge of university structure, policies and procedures, with several years’ experience in an academic unit at the University
- Demonstrated strong networking, research and report writing skills
- Excellent promotional writing and content web writing experience
- Superior client service skills
- Experience in special events coordination
- 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/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 SAF’s quest for high-quality undergraduate students.
- Clear understanding of domestic admission requirements to enable overall leadership of recruiting activities in cooperation with the Registrar’s Office and the SAF admissions committee in a manner consistent with the overall recruitment goals of the University.
Job Description

- 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.
- Awareness of and sensitivity to cultural, language, religious, political, socio-economic, and other relevant factors in SAF’s and Waterloo’s recruitment markets.
- Proven degree of maturity, confidence, and competence sufficient to provide effective, credible representation of SAF and Waterloo at high school and educational events.
- 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.

Intermediate to advanced use of current digital management tools including:
- Google Analytics Solutions
- Social Media (Instagram, Facebook, Twitter) // Hootsuite Enterprise
- Adobe Creative Suite
- Project Management Software (Smartsheet/Asana)
- Apple Pages // Microsoft Word
- Apple Numbers // Microsoft Excel
- Apple Keynote // Microsoft PowerPoint
- Responsive WCMS // Dreamweaver
- D2L LEARN Management System

Nature and Scope
- Contacts: Internal Contacts: SAF leaders and staff; Marketing and Undergraduate Recruitment staff; recruitment specialists across campus; Registrar Office staff; student representatives. External Contacts: students, teachers, guidance counsellors, parents, DECA Ontario leaders and staff; suppliers of marketing services or products.
- Level of Responsibility: Accountable for managing strategies and priorities of SAF outreach and conversion initiatives that directly impact the achievement of enrolment management, retention, and revenue goals for the SAF and the Faculty of Arts.
- Decision-Making Authority: Continually makes decisions about the most effective methods of operationalizing SAF’s outreach and conversion 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.
- Physical and Sensory Demands: Minimal demands typical of a position operating of within an office environment; periods of extensive sitting and concentrated use of visual senses.
- Working Environment: The School of Accounting and Finance is one of 11 professional schools within the University of Waterloo with approximately 2,500 undergraduate students and sits within the Faculty of Arts at Waterloo with over 9,000 undergraduate students. The marketing team of the SAF serves a variety of individuals and audiences: 2,500 undergraduate students in 4 different programs; 250 graduate students in 4 different programs; the Directors and Associate Directors of the SAF; the Dean and the Associate Dean of Arts; other offices and areas of the University; a diversified group of prospective students and applicants; accounting and finance professional governing bodies; other educational institutions; and the community in general. Specific accountability of the marketing team includes communications and publications; marketing for undergraduate and graduate recruitment; applicant counselling for the undergraduate programs; enrolment reporting.

Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with senior-management-level responsibilities; irregular and/or high volumes, multiple
and/or tight deadlines beyond one’s control, constant interruptions; intermittent but consistent evening/weekend work required; some travel required.