

Job Description

Job Title:	Marketing and Undergraduate Recruitment Specialist
Department:	Dean of Engineering Office
Reports To:	Associate Director, Marketing and Communications
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	October 2023

Primary Purpose

The Marketing and Undergraduate Recruitment Specialist will lead the effort to recruit and retain the country's top engineering undergraduate prospects, in alignment with Faculty of Engineering's strategic goals and objectives, employing best practice recruitment and enrollment management strategies and working in close association with the University's Marketing and Undergraduate Recruitment (M&UR) office and the Faculty of Engineering Undergrad Office Admissions Team. This role is supported by the full Faculty of Engineering Advancement Team.

Key Accountabilities

Marketing and Recruitment Plan Development

- Act as the Faculty's lead in undergrad recruitment activities, being knowledgeable in applying marketing and communication principles in day-to-day activities and in supporting departments in recruitment initiatives
- Develop the Faculty's undergraduate marketing and recruitment plan in alignment with the enrollment management goals and determine success with key metrics, creating strategies that enable prospective students to visualize their experience at Waterloo
- Work in partnership with the Faculty Advancement Marketing and Communications team to ensure full support in the successful planning and execution of Engineering undergrad recruitment initiatives
- Set, track and report on an annual budget for faculty recruitment events and prospective student relationship building strategies
- Support the development and implementation of a student-centred content strategy for the Faculty that integrates the Faculty's strategic marketing and recruitment plan with the University of Waterloo's undergraduate recruitment marketing plan
- Develop and write all recruitment communications pieces including print, web, video content
- Lead Engineering's confirmation strategy for students (ie: arrange hand-written note writing, coordinate calling/texting campaigns, manage mass mailings of swag, etc.)
- Conduct research as part of setting the strategic direction and implementation of Engineering recruitment initiatives related to relationship building with prospective students and their families, events, and confirmation tactics
- Present research to Faculty stakeholders to gain buy-in for the Engineering's recruitment approach
- Ensure that the faculty's key value propositions and differentiators, and expectations of the strategic plans, are highlighted in centrally developed recruitment materials
- Apply Waterloo brand framework to strategy development
- Leverage technology to achieve recruitment plan's objectives, including webinars, video story telling and social media

Job Description

Relationship building

- Initiate and maintain professional relationships across the Faculty of Engineering and other University of Waterloo academic units (ie: professors, staff, current students, alumni, etc.) for engagement and participation in Engineering recruitment, admissions, and confirmation initiatives and educate groups on importance of a student-centred approach to recruitment
- Regularly meet and communicate with relevant academic units/departments within and outside Engineering who are involved with recruitment, engagement, transition, and admissions and represent Engineering on University-wide and Faculty-wide committees and advisory groups related to admissions, and recruitment communications, events and relationship building initiatives (ie: roundtables, working groups, and committees)
- Ensure a full understanding of the strategic recruitment needs and expectations of the Faculty of Engineering department chairs, associate chairs undergrad studies and Undergrad Office to appropriately prepare ideal messaging and plan content development
- Work collaboratively with the team members in central Marketing & Undergraduate Recruitment who will provide support, expertise, and resources to inform the plan
- Be the primary contact for in person visits and interactions with prospective engineering students/applicants, parents, and high school teachers
- Create and cultivate relationships with domestic and international students, influencers, and key stakeholders
- Create Faculty-specific communications to prospective students and applicants and respond to student inquiries
- Strategize and support Engineering's recruitment social media activities, aligned with Waterloo and overall Faculty marketing and recruitment plans.

Event and Ambassador Program Management

- Working in partnership with the Faculty Advancement Events Specialist and the event planning teams within University Marketing and Undergrad Recruitment (MUR) to ensure the successful planning and execution of Engineering undergrad recruitment events (including events on campus, OUF and virtual).
- Lead the creation and/or delivery of promotional content, event presentations and event tour organization for specific recruitment events for Engineering (ie: Fall Open House, March Open House, Shadow Days, You@Waterloo Day, Discover Women in Engineering, etc.)
- Recruit and prepare booth volunteers for Ontario Universities' Fair (OUF).
- Work with Faculty academic units to develop plans for unit-specific recruitment events.
- Act as the first point of contact for prospective students and parents, responding to inquiries both in person and via email/phone to provide accurate and timely information about Engineering's various academic programs and areas of focus.
- As needed, participate in off-campus visits (domestic and international) to connect with Faculty programs, departments and organizations (independently or with the Engineering Admissions and/or central Marketing and Undergraduate Recruitment team).
- Engage, manage and support in the leadership of a team of undergraduate student volunteers (Engineering Ambassadors) to run programming that connects prospective students with current students to share their experiences and knowledge. This includes Engineering tours, "Ask a Warrior" programming, and Shadow Days
- Work to build a thriving Ambassador program with strong succession planning and ability to enhance and support efforts to enrich the Waterloo Engineering student experience

Training and Supervision

- Stay up-to-date through reading, research, and conferences on enrollment management principles, marketing and communications, and the most effective methods to recruit students to Engineering programs.
- Develop and lead Engineering training for liaison officers, student volunteers, and others involved in delivering recruitment initiatives
- Hire, train, and supervise a co-op student in the summer, fall and winter terms as required.

Job Description

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

- Completion of a bachelor's degree in Psychology and Social Development Studies preferred. Additional certificates in Leadership Development and enrollment in advanced graduate studies in Education and Student Affairs an asset.

Experience

- 5 years of experience in a not-for-profit marketing and/or communications role, preferably in an educational setting.
- Experience in student recruitment, marketing and communications, and managing teams of student ambassadors.
- Experience in the development of strategic marketing plans and associated integrated communications plans.
- Experience in project managing recruitment and specialized student events
- Experience with market analysis, including data acquisition and the selection of factors that identify target markets
- Experience with the development and delivery of informational presentations to large audiences
- Experience managing online webinars in TEAMS and ZOOM with the ability to manage technology setup and backend administrative responsibilities
- Experience managing a departmental budget, aligning strategic plans to budget forecasting and regularly reporting on expense tracking
- Experience building relationships and easy rapport with diverse audiences
- Demonstrated success in applying political acumen and a collaborative, consensus-building approach based on sensitivity to the needs and interests of a variety of stakeholders.
- Experience with writing persuasive, promotional communications
- Experience creating social media and video campaigns meant to inspire targeted, diverse audiences
- Direct experience in a student engagement, communications, or public relations role
- Experience working as part of an ambitious team, working in an environment that requires strong time management skills and ability to quickly adapt to changing requirements is an asset
- Experience with a content management system and best practices for web writing
- Understanding of the Faculty of Engineering Admissions process and University of Waterloo Undergrad Recruitment activities is preferred

Knowledge/Skills/Abilities

- Academic background in leadership training and social development knowledge to support the individual well-being of our ambassador team
- Knowledge on how to be an advocate for accessibility, anti-racism, inclusivity, and equity in post-secondary institutions
- Excellent presentation abilities to provide information to an audience in an engaging, and memorable manner
- Ability to fully manage all elements of ZOOM (breakout rooms, chat functionality) Webinar sessions
- Strong writing skills, including promotional writing focused on a student audience
- Knowledge of student recruitment practices or experience with the 16-19-year-old students with STEM interests
- Demonstrated ability to act as a spokesperson and representative within various academic and/or public environments
- Social media platforms including Discord, Facebook, Twitter, and Instagram.
- Valid driver's license as some local off-campus travel is required

Nature and Scope

- **Contacts:** Internal contacts: The Recruitment Specialist works closely with the Faculty of Engineering's Marketing and Communications team to build relationships between the Faculty of Engineering and prospective students. The Marketing and Undergraduate Recruitment Specialist works as a team member in the Advancement unit of the Faculty of Engineering. The Recruitment Specialist relies on strong working relationships with department undergraduate program coordinators, faculty members, and student volunteers, as well as stakeholders within other academic and non-academic units. External contacts: The Specialist interacts primarily with prospective students/applicants, teachers, guidance counsellors, and parents.
- **Level of Responsibility:** The Recruitment Specialist is responsible for the development, execution, and evaluation of recruitment events and relationship-building initiatives. Responsible for upholding the faculty's standards and reputation through all outward-facing interactions. Responsible for training student ambassadors, faculty and staff ambassadors and others involved in delivering recruitment initiatives. Responsible for supervising co-op students hired to support recruitment activity. As the first point of contact, the Recruitment Specialist solves problems that impact Engineering enrollment management strategies and/or execution of Faculty recruitment events. Problems may be logistical in nature or may be related to ensuring clarity of communications with prospective students. The Recruitment Specialist is responsible for developing and managing an annual budget for Faculty recruitment event and relationship building strategies. The Recruitment Coordinator is accountable for monitoring expenditures to ensure that the plan is delivered within budget and provides value for recruitment purposes.
- **Decision-Making Authority:** The Marketing and Undergraduate Recruitment Specialist is responsible for developing productive and professional relationships with a wide range of stakeholders. As such, the incumbent is responsible for making timely decisions related to the execution of Engineering's recruitment plan. The Recruitment Specialist makes decisions related to the execution and management of recruitment events and relationship-building strategies within an approved budget.
- **Physical and Sensory Demands:** Physical risks typical of those associated with a business traveler. The role requires exertion of physical or sensory effort resulting in moderate fatigue, strain, or risk of injury. Minimal exposure to disagreeable psychological conditions typical of a supervisory position.
- **Working Environment:** Mainly an on-campus office environment with minimal exposure to disagreeable conditions. Some travel is required. Examples include participation at the Ontario Universities' Fair, off-campus recruitment meetings or events. Some international and/or domestic travel a possibility. Regular working hours on campus; some evening/weekend work required.