

Job Description



Job Title:	Supervisor, Visitors Centre
Department:	Marketing & Undergraduate Recruitment, Registrar's Office
Reports To:	Specialist, Campus Engagement
Jobs Reporting:	None
Salary Grade:	USG 6
Effective Date:	November 2017

Primary Purpose

The Supervisor, Visitors Centre is primarily responsible for on-campus recruitment visits, the Student Ambassador team, and managing the guest experience at the University of Waterloo Visitors Centre.

These responsibilities include managing the Visitors Centre day to day operations; being the constant support in the Visitors Centre; identifying, developing, executing, and enhancing on-campus visits/tours. Hiring, training, and mentoring co-op students and the Student Ambassador team. Managing brochure distribution and campus inquiries in-person, email, phone, and live chat.

Reporting to the Specialist, Campus Engagement and in collaboration with colleagues in the Registrar's Office, Marketing & Undergraduate Recruitment and other campus partners, this role will require ongoing relationship building across all faculties, schools, departments, and units (FDSU). With the goal of sharing market research and best practices to inform and improve on-campus visits/tours and the campus-wide Student Ambassador program.

Key Accountabilities

Campus Engagement Strategies

- Act as a lead Ambassador for the University of Waterloo. An excellent public speaker and presenter, prepared to speak on behalf of undergraduate recruitment topics when called upon.
- Remain aware of, and sensitive to, cultural, language, religious, political, and socio-economic factors in University of Waterloo's recruitment markets. Ensuring ability to speak credibly about all aspects of academic and university life to a variety of audiences.
- Expert in undergraduate recruitment and admissions, education systems, transition issues, and University of Waterloo's academic programs, co-op system of study, financing, residence, student life, and success after graduation.
- Conduct research to identify MUR/client needs to assist in meeting the university's undergraduate recruitment objectives via campus visit and engagement activities.
- Provide input and advice with respect to establishing budgets for projects and setting production schedules.
- Ensure that University of Waterloo's branding and visual identity frameworks, messaging, and style guides are adhered to in all activities.
- Manages a number of systems and full knowledge of operational systems processes (e.g. brochure requests, CRM, WhenToWork, Learn, etc.) that ensure the effective implementation of recruitment and admissions marketing initiatives.

Leads, Motivates, and Mentors Staff

- Hires, supervises, and evaluates the personnel who report to him/her, including the management of interview committees, the selection of outstanding candidates, salary negotiations, and any disciplinary action necessary.
- For all staff who report to him/her, leads collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results, and establishes a strong foundation for performance through a comprehensive training program.
- Creates and maintains a work environment that fosters, recognizes, and rewards supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy
- Provide training, support and materials for campus partners in: Campus Tours, Campus Visits, Student Ambassador Engagement, and Visitors Centre Operations
- Maintains a robust campus network in order to appropriately refer specific inquiries or difficult/complex queries directly to the correct person or department. Determines when referral to Program Coordinators, Admissions or Records Assistants is necessary and recommends alternatives.

Operational Management

- Manage Visitors Centre day to day operations, which annually services approximately 50,000 visitors ranging from prospective students and influencers (i.e. parents, guidance counsellors, etc.) to co-op employers, alumni, the general public, and the on-campus community (current students, staff, faculty, campus partners, etc.).
- Accountable for being the constant in the Visitors Centre and a large focus on support for co-ops and Student Ambassadors, and overall exceptional customer service to all guests and interactions
- Responsible for physical operations and appearance of the Visitors Centre; promotional displays, furniture, technology, and overall cleanliness.
- Balance deadlines and responsibilities associated with managing on-campus visits and inquiry management while accommodating interruptions to deal with a wide range of questions, and public relations issues as they arise.
- Assist campus events and marketing initiatives, which involve but are not limited to on-campus open houses, OUF, special events, and campus tours.
- Coordinate all visit bookings, focus on prospective students and key influencers:
 - Campus tours (coordinate and conduct)
 - Handoff for residence, faculty, program, and college specific tours
 - Personalized visits, specific requests made for customized time and/or route/content
 - School groups, accommodating large groups, 100+
 - VIP guests as identified by MUR and University administration
 - University of Waterloo staff, campus partners
- Ensure an effective and coordinated on-campus team to ensure the success of campus events.
- Creates Marketing Action Plans for all initiatives for which they are responsible, accurately document all components of their work to ensure transparency, communication, and accountability of all contributors.
- Develops and oversees the Visitors Centre operating budget. Responsible for inputting and maintaining accurate budgets for monthly reporting.
- Staffing and operational readiness of the Visitors Centre (which is open 6 days per week) plus any additional staffing needs for special tours/activities.

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- Tracking and reporting inquiries, responses, and engagement.
- Manage promotional collateral inventory and distribution.

Other

- Participate in MUR recruitment events and in the administration of specific RO department-wide responsibilities, including other general and specific duties as may from time to time be determined.

Required Qualifications

Education

- University degree in business, communications, advertising, marketing, or equivalent combination of education and experience.

Experience

- 2+ years of experience in marketing and communications, specifically the areas of account management/client service, events and promotions.
- 2+ years of customer service experience with a proven track record of achievement and success.
- 1+ years of experience in project management.
- Previous experience as a Student Ambassador or in a student leadership position is an asset.

Knowledge/Skills/Abilities

- Excellent written and oral communications skills, with a solid knowledge of both English grammar and the specialized requirements associated with communicating with varying audiences, prospective students and their influencers.
- Provide professional, timely, and accurate customer service to potential applicants, current students, graduates, staff, etc. This involves responding appropriately to all types of inquiries related to undergraduate admissions in person, over the telephone, via e-mails, or online chats.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams while working with key business partners, volunteers and external agencies.
- Strong organizational 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. Flexibility, diplomacy, sound judgment, and relationship-management skills coupled with the ability to influence and motivate others and to manage crisis situations effectively.

Basic to intermediate use of current marketing and management tools including:

- Project Management Software (Smartsheet)
- When to Work Scheduling // LEARN
- Customer Relationship/Engagement Management Systems
- Slack // Mattermost
- Apple Pages // Microsoft Word
- Apple Numbers // Microsoft Excel
- Apple Keynote // Microsoft PowerPoint
- Social Media (Instagram, Facebook, Twitter, Snapchat) // Hootsuite Enterprise
- Content Management Systems (Drupal)

Nature and Scope

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- **Contacts:** Internal contacts include the Student Ambassador team, Marketing & Undergraduate Recruitment, the Registrar's Office, faculties, departments, schools, and university colleges, in addition to partners from many departments across campus. Exchange information, collaborate, influence and motivate. The Visitors Centre acts as the front door of the university, external contacts include prospective students and families, key influencers, visitors to the university, and members of the public.
 - **Level of Responsibility:** The job has defined duties, responsibilities, and routine tasks; it receives supervision and specific guidance. Project manages a university-wide function or process; responsible for providing expert advice to MUR colleagues and for successfully implementing and ensuring the quality of Visitor Centre operations and Student Ambassadors.
 - **Decision-Making Authority:** Continually makes decisions about the most effective methods of engaging, mentoring, and motivating Student Ambassadors. Along with how to best interact with all types of visitors to campus, and the optimal course of action to solve problems and to exert a positive influence on other stakeholders.
 - **Physical and Sensory Demands:** Client-focus office environment (up and down from desk), some lifting (brochure boxes, event supplies), and dealing with distractions in the work environment (interruptions from drop-in visitors). Requires exertion of physical and sensory effort resulting in slight fatigue, strain. Occasional extended times of standing and walking during campus wide events and promotions.
 - **Working Environment:** Some overtime work required (events, ambassador training), some lack of control of work pace due to periods of high visit volume, and lack of privacy (open office environment). Involves minimal psychological risk resulting from potentially uncomfortable environmental conditions.