

WATERLOO MATHEMATICS

Job Description Form

JOB INFORMATION			
<i>Job Title</i>	Recruitment Coordinator	<i>Position ID</i>	2178
<i>Division/Department</i>	Cheriton School of Computer Science		
<i>Location</i>	Main Campus		
<i>Reports to Job Title</i>	Administrative Officer	<i>Reports to Position ID</i>	1677
<i>Jobs Reporting (Job Titles and IDs)</i>	<ul style="list-style-type: none"> • Admin. Coordinators, 1644,5501,5257,1740 • Secretary/Receptionist, 4038 • Assistant to the Director, 1307 		
<i>Full-time Equivalent</i>	100%		
<i>Grade</i>	USG 8		
<i>Effective Date</i>	March 15, 2012		
PRIMARY PURPOSE			
<p>The Recruitment Coordinator is accountable to the Administrative Officer of the School for the ongoing organization, development, evaluation, marketing and management of recruiting efforts for both graduate and undergraduate students and outreach activities. Recruiting efforts include both domestic and international activities. This position is accountable to the Director for the recruitment plan in coordination with the chairs of the recruitment and outreach committees.</p>			
KEY ACCOUNTABILITIES			
1	<p>Event management:</p> <ul style="list-style-type: none"> • Participate in the design, development and planning of various recruitment events that originate with the School. • Take the lead role in the organization of these events: organizing volunteers, technology, venue requirements, and dissemination of information to the participants, day of event logistics and troubleshooting. • Coordinate the School's participation in Faculty and university-wide events such as the Ontario University Fair. • Seek out new event opportunities for which the School should take part. • Arrange and organize visits of potential students to the School of Computer Science. • Provide training and functional direction to School members to assist them in participating in recruitment events in coordination with Recruitment personnel within the Faculty and the University of Waterloo. 		
2	<p>Communication:</p> <ul style="list-style-type: none"> • Coordinate with staff responsible for maintaining various forms of communication for the School in order to ensure accurate and current information about recruitment and outreach activities. This includes notification about upcoming events within the School and events for which the School plays a role. • Write, edit and review recruitment and outreach materials developed for undergraduate studies, graduate studies and outreach. • Curate recruitment and outreach material and maintain archival paper and electronic records related to undergraduate studies, graduate studies and outreach. • Write or revise in a user-friendly format, procedures and practices, training materials for cooperative education students and volunteers helping with events and update these documents regularly. • Write and circulate minutes of related committee meetings or supervise the delegation of these tasks and edit copy. • Ensure regular feedback to the School through the recruitment and outreach committees regarding experiences of the participants in events and ability to find and understand materials designed for these purposes. • Participate in social media responses to target audiences. • Inform and update the Director of the School or designate on the progress of yearly plans for attracting students. 		

3	Professional Development	<ul style="list-style-type: none"> Continue to learn through professional development, about current recruitment and marketing resources and best practices and be able to recognize opportunities to improve recruitment events and activities, and assist in the realization of such opportunities. Maintain a working knowledge of all Computer Science programs and joint or multidiscipline degrees such as Software Engineering, Bioinformatics, BCFM, and BBA/BCS in order to correctly answer any queries from prospective students and their families. Also maintain general knowledge of programs within the Faculty of mathematics. Maintain a working knowledge of the accreditation requirements for such professional organizations as CIPS and the Society for Professional Engineers.
4	Marketing	<ul style="list-style-type: none"> Create marketing plans to target various audiences that would be interested in each different Computer Science and joint programs. Research potential event opportunities. Monitor current strategies and adjust plans and target groups as required. Coordinate the development of various marketing materials with Creative Services and other communications personnel. Monitor materials created by other units of the University to ensure consistent messages and accurate representation of Computer Science programs.
5	Financial	<ul style="list-style-type: none"> Assist committee chairs with annual budgets. Research costs and potential sources of suppliers for recruitment materials and gifts. Monitor recruitment purchases and expenditures. Complete purchase requisitions and expense claims.

POSITION REQUIREMENTS

<i>Education</i>	Bachelor's degree in communications, marketing, events planning or related disciplines
<i>Experience</i>	Excellent, proven interpersonal, communication (oral/written), marketing, analytical and creative design skills. Experience creating various forms of communication for print, the web, social media, electronic mail and written document preparation. Progressive experience planning and managing events and event volunteers. Proven ability to take initiative, work independently to manage multiple projects and meet deadlines and as part of a team in a complex and dynamic environment. Thorough understanding of integrated marketing and enrolment management principles. Demonstrated use of sound judgement, tact, diplomacy and problem solving skills to build positive relationships with individuals of varying levels of education and skill. Demonstrated public-speaking experience. Knowledge of UW's programs especially those of Computer Science and Mathematics, UW admissions process and residence/student life an asset. Occasional evening and weekend work and some travel required.
<i>Technical</i>	Intermediate word-processing, Excel, Power Point; Creative design and web management software; Digital camera and Audio-Visual equipment operation.

NATURE AND SCOPE

<i>Interpersonal Contacts</i>	Directors and chairs of Undergraduate Studies and Graduate Studies and their recruitment committees; Chair of the Outreach Committee; members of the School. Creative Services, Cooperative Education, Student Success Office, Office for Persons with Disabilities, Communications Officer and Alumni and Development staff of the Faculty; Marketing and Recruitment teams across campus. Extensive external communications with prospective students and their families, teachers and representatives of the media, industry and educational institutions.	
<i>Level of Responsibility</i>	Manage the day-to-day activities of recruitment, outreach and marketing activities of the School.	
<i>Decision-making Authority</i>	Decision making regarding marketing and recruitment materials and events within policies and procedures established by the School recruitment and outreach committees and the University.	
<i>Physical and Sensory Demands</i>	Minimal demands typical of an administrative position within an office environment	
<i>Working Environment</i>	<i>Travel</i>	Occasional.
	<i>Working Hours</i>	Regular working hours, some evening/weekend work required
	<i>Risks – physical and psychological</i>	Minimal exposure to disagreeable conditions typical of a supervisory position.

<i>APPROVED BY</i>		<i>Title</i>	
<i>USG GRADE</i>			