

Job Description

Job Title:	Strategic Graduate Enrolment Manager (SGEM)
Department:	Dean of Engineering – Graduate Office
Reports To:	Associate Dean, Graduate Studies
Jobs Reporting:	Graduate Recruitment Officer
Salary Grade:	USG 10
Effective Date:	Oct. 15, 2017

Primary Purpose

Provides leadership, direction, research, management and planning, for all Faculty of Engineering graduate recruitment, enrolment, and retention efforts. Working directly with the Associate Dean, Graduate Studies (AD-G), and closely with Faculty of Engineering and University stakeholders, the SGEM will be responsible for managing the work of the Graduate Recruitment Officer and for developing, coordinating, advancing, and evaluating the graduate recruitment and admission strategies that support the Faculty of Engineering's strategic graduate enrolment goals as well as supporting retention and student engagement activities.

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.

Strategic Enrolment Management

- Lead the Engineering Graduate Studies Office (EGSO) and Engineering Departments in developing a Strategic Enrolment Management (SEM) plan and prioritizing new initiatives to meet Faculty of Engineering strategic enrolment targets.
- Liaise with all relevant Faculty and University groups involved in the graduate enrolment funnel.
- Identify, communicate, and implement best practices in strategic graduate enrolment management.
- Work closely with the Manager, Engineering Graduate Studies Office and other stakeholders to identify barriers within existing recruitment, admissions, enrolment, and retention processes. Identify and assist in the evaluation of potential solutions to these barriers; provide input to functional requirements of solutions; and engage with stakeholders to implement appropriate solutions that meet the needs of the Faculty of Engineering. Provide project management reporting to the AD-G.
- Responsible for engaging with appropriate stakeholders to develop and implement strategies for maximizing the effective utilization of graduate student awards from endowments and trusts and for maximizing the success rates for external awards.

Graduate Student Retention and Engagement

- Responsible for developing new KPIs, or acquiring suitable existing KPIs, for monitoring student retention within graduate programs within the Faculty of Engineering; utilizing these data to identify opportunities for improvements; with input from appropriate stakeholders, developing appropriate retention strategies.
- Strategic oversight of student experience initiatives; liaise with the Student Success Office (SSO) and the academic units within the Faculty of Engineering
- Responsible for assessing opportunities for graduate students within the Faculty of Engineering to achieve their career goals; identifying needs for additional programming; working with relevant stakeholders to develop appropriate programming; evaluating and reporting on the utilization and value of programming; and collaborating with stakeholders (including the Faculty of Engineering

<p>Marketing & Communications team) to develop effective strategies for marketing the Faculty of Engineering graduate program offerings to potential applicants.</p>
<p>Communication and Outreach</p> <ul style="list-style-type: none"> • Under the direction of the AD-G, provide operational leadership in the Faculty of Engineering for the development of strategic enrolment initiatives. • Liaise with the Strategic Enrolment Manager (Office of Associate Vice-President, Academic), Faculty of Engineering leadership, and academic units within the Faculty. • Responsible for communicating Faculty of Engineering SEM initiatives, projects, outcomes, etc. to all relevant stakeholders. • Responsible for development and distribution of relevant resources to assist faculty and staff in appropriate aspects of the recruitment funnel (such as student recruitment strategies for faculty members, etc) • Act as a liaison with other support units on campus (Student Success Office, Cooperative Education and Career Action, and AccessAbility etc.) working to ensure Engineering/EGSO involvement in relevant on-campus strategic planning or initiatives. • Actively engage with Graduate Studies and Postdoctoral Affairs (GSPA) staff and the Strategic Enrolment Manager working to improve access to data and SEM-relevant resources needed from GSPA or other central units.
<p>Research and Evaluation</p> <ul style="list-style-type: none"> • Identify, direct, integrate, and report on research that informs critical SEM activities within the Faculty of Engineering. • Establish effective metrics to measure accountability and effectiveness of Faculty of Engineering graduate enrolment strategies, including but not limited to operations processes, student success and experience. • Develop key performance indicators (KPIs) associated with in-cycle reporting for graduate enrolment management. Work with appropriate units, including Engineering Computing, to implement appropriate reporting of KPIs. Responsible for defining functional requirements, reporting progress to AD-G, providing effective communications to stakeholders, etc. • Develop and design data for forecast models and other analysis, identifying key metrics, assessing utility in collaboration with the AD-G, to assist in reporting progress or to support operational and Strategic Enrolment Management goals
<p>Recruitment and Marketing</p> <ul style="list-style-type: none"> • Provide strategic leadership for establishing Faculty of Engineering recruitment priorities • Provide strategic input to the development of annual recruitment plans (work plans developed by the Graduate Recruitment Officer) • Provide strategic input to identify marketing needs and priorities
<p>Human Resources Management</p> <ul style="list-style-type: none"> • Provide managerial oversight of the work of the Graduate Recruitment Officer • When needs arise, responsible for hiring and supervising temporary staff, including co-op students.

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. Relevant Master’s degree desired.
<p>Experience</p> <ul style="list-style-type: none"> • 5+ years of progressively responsible work experience in a university setting and associated with graduate recruitment and enrolment. • 3-5 years’ experience managing staff and providing administrative leadership.

Knowledge/Skills/Abilities

- Strong understanding of Engineering graduate recruitment, admissions, and enrolment practices and challenges at the University of Waterloo and/or within the Ontario post-secondary context
- Demonstrated ability to:
 - Build relationships with a variety of stakeholders and balance conflicting demands and priorities
 - Succeed in a detail-oriented environment with a high level of initiative and flexibility
 - Think critically and make data informed decisions
 - Initiate and implement strategic initiatives and operational changes
- Intermediate to advanced level experience with Microsoft Office including Word, Excel and PowerPoint
- Familiarity with OnBase and Quest desirable
- Experience with SharePoint and WCMS an asset
- Excellent problem solving abilities, decision making, and organization skills
- Strong data analysis and analytical skills
- Ability to carry out financial impact evaluations of specific recruitment or retention tactics an asset
- Proven ability to work independently with minimal direction
- Strong written and verbal communication skills required
- Working knowledge of the best practices associated with Strategic Graduate Enrolment Management both at UWaterloo and at other institutions in Ontario and North America an asset

Nature and Scope

- **Contacts:** This position interacts regularly with Associate Deans, Associate Chairs and administrative staff in all academic units in the Faculty of Engineering as well as Graduate Studies and Postdoctoral Affairs, Student Success Office, Waterloo International, and the Strategic Enrolment Manager in the Office of the Associate Vice President Academic. The Strategic Graduate Enrolment Manager is responsible for developing and maintaining excellent working relationships with all these areas to fulfill the primary purpose of the position.
- **Level of Responsibility:** This position requires a highly motivated and independent, self-directed individual to work in a team environment. Taking direction from the Associate Dean Graduate Studies, the incumbent will work collaboratively with a wide range of stakeholders within the Faculty and across the University. The incumbent must be able to develop effective SEM strategies that are based on stakeholder input and data justified best practices, collaboratively work with stakeholders to implement these SEM initiatives, assume responsibility for managing new initiatives and new policy implementation, and direct Graduate Recruitment initiatives that complement SEM plans and the Faculty's enrolment goals/priorities. The incumbent must negotiate, collaborate, formulate strategies, and act decisively from research, best practices, and stakeholder input.
- **Decision-Making Authority:** This position has decision-making authority for all items outlined above and will significantly impact graduate enrolment practices and outcomes within the Faculty of Engineering.
- **Physical and Sensory Demands:** Minimal demands typical of a senior administrative position with management responsibilities within an office environment.
- **Working Environment:** Travel: Occasional travel may be required. Working Hours: Regular working hours with occasional evening and weekend work required. Risks-Physical and Psychological: Minimal exposure to disagreeable conditions typical of a supervisory position.