

Job Description

Job Title:	National Recruitment Supervisor
Department:	Marketing and Undergraduate Recruitment
Reports To:	Manager, National Recruitment
Jobs Reporting:	Undergraduate Recruitment Specialist, National Recruitment Specialist
Salary Grade:	USG 10
Effective Date:	January 2024

Primary Purpose

The Marketing and Undergraduate Recruitment (MUR) unit of the Registrar's Office (RO) is responsible for supporting institutional enrolment management goals and supporting campus partners by leading infrastructure development. Canada represents both the greatest source of undergraduate students and major institutional enrolment and revenue goals.

The National Recruitment Supervisor (the Supervisor) is responsible for strategic alignment and implementation of undergraduate recruitment activities across Canada. The Supervisor manages a team of Undergraduate Recruitment Specialists (URs) and National Recruitment Specialists (NRSs), leads annual training for campus recruitment staff, and oversees recruitment activities relating to younger audiences.

Key Accountabilities

Leads National Recruitment Activities

- Leads the research, development, and implementation of appropriate provincial and national undergraduate recruitment activities and associated marketing and recruitment strategies for attracting high-quality students
- Oversees and supports travel to strategically selected high schools and other community organizations within Canada
- Develops and leads annual training for campus recruitment staff including scheduling, feedback, and access to training materials
- Leads and implements recruitment and outreach activities targeted at younger audiences including event planning and logistics, presentation development, appropriate developments of assets for a younger audience, and relationship management with regional partners/community-based organizations
- Evaluates sponsorship requests, determines commitment, and ensures all aspects of sponsorship agreements are met
- Assigns and oversees travel schedules for Undergraduate Recruitment Specialists (URs)
- Leads proactive recruitment events, including but not limited to presentations and networking with prospective students and their supporters, guidance counsellors, and Waterloo staff and alumni
- Supports community organizations and other partners through facilitating their on-campus presence for special events; coordinating staff, student, or faculty support; and offering financial assistance where appropriate through sponsorship
- Supervises the Recruitment Operations Coordinator with respect to setting the Ontario recruitment schedule, booking visits, shipping materials, and coordinating event logistics

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- Manages positive and effective relationships with prospective students and their supporters, recruitment and admission staff from other institutions, guidance counsellors and other school staff, Waterloo students and alumni, and other community members
- Informs the development of recruitment scripts, visual presentations, and display materials appropriately targeted for national audiences
- Establishes metrics to assess the effectiveness of initiatives and act on feedback to ensure initiatives are meeting the goals of MUR and stakeholders
- Develops, writes, updates, and follows business plans to which the role contributes

Leads and Manages Staff

- Hires and manages all direct reports, including the management of interview committees, the selection of candidates, onboarding and offboarding, performance management and any disciplinary action necessary
- Oversees and ensures the development, implementation, and evaluation of an effective onboarding and training program to ensure that all direct reports can successfully carry out their roles, convey accurate and appropriate key messages, and represent the university in a personable and professional manner
- Delegates visits, projects, and tasks to direct reports as needed
- Approves travel plans and expenses for direct reports in collaboration with Manager, National Recruitment
- When required, undertakes international recruitment travel to visit high schools and attend UWaterloo recruitment events

Collaborates, Advises, Consults, Educates, and Build Consensus

- Aligns national recruitment activities with MUR strategic plans
- Performs research, using a range of data sources, to contribute to the development of evidence-based strategies and to make recommendations for initiatives and planning
- Contributes to and implements strategic recruitment plans that support Canadian enrolment management objectives
- Coordinates with MUR colleagues to ensure mutually positive approaches to overlapping audiences (e.g., Indigenous students, international students in Canada, historically underrepresented equity-deserving groups)
- Coordinates annual wrap-up discussions and facilitates opportunities to share information learned on the road to key subject matter experts across campus
- Engages campus colleagues on a regular basis to inform, learn, and coordinate approaches to recruitment efforts
- Develops relationships with priority campus partners to meet common goals
- Supports collective national recruitment efforts through working group and committee participation
- Proactively investigates and facilitates other departments' initiatives and faculty outreach activities that support the university's national strategic objectives.

Remain current and conversant with National Recruitment Activities, Trends and Best Practices

- Keeps fully informed and knowledgeable about all aspects of programs, admissions, student life, and other issues related to prospective students
- Maintains awareness of cultural, language, religious, political, socio-economic, and any other relevant factors in Waterloo's recruitment markets
- Maintains a clear understanding of generational characteristics and the needs of all audiences at different stages throughout the enrolment management funnel
- Maintains awareness of trends in national education and application systems, of significant developments that impact the marketing of the university to national audiences, and of the student recruitment and marketing practices of uWaterloo's competitors

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- Keeps current with respect to best practices.
- Participates in MUR recruitment events and in the administration of specific RO department-wide and UW campus wide responsibilities
- Other duties as required

**All employees of the University are expected to follow University and departmental health and safety policy, 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

- Bachelor's degree, preferably from Waterloo

Experience

- 3-5 years' experience in university recruitment
- Leadership experience, preferably involving training/mentoring students
- Experience in hiring, supervising, evaluating, and developing employees
- Excellent written and oral communication skills, including delivering dynamic presentations
- Demonstrated initiative in moving projects from launch to completion with limited supervision

Knowledge/Skills/Abilities

- MS Office 365 (especially Word, Excel, PowerPoint, and Sharepoint)
- A Vulnerable Sector Check is required
- A valid Driver's Abstract and ability to rent a car in Ontario (I.e., possession of a valid G driver's license or equivalent) is required
- Strong organizational and problem-solving skills coupled with the ability to handle multiple projects and deadlines in a fast-paced environment
- Event management expertise
- Understanding of student recruitment and the many forces that influence students' post-secondary decisions
- Ability to speak credibly about all aspects of Waterloo, including admissions, student life, programs, co-op, financing, residence, and success after graduation

Nature and Scope

- **Contacts:** Communicates with colleagues in undergraduate recruitment and admissions. Communicates with external audiences (e.g., students, their supporters, guidance counsellors, community partners) in person, virtually, and via phone and email to influence and motivate students to advance familiarity with and perception of Waterloo.
- **Level of Responsibility:** Manages Undergraduate and National Recruitment Specialists. Ensures the success of provincial recruitment activities through planning, coaching, and executing. Influences the success of other national, international, and faculty-focused recruitment strategies by providing training, consultation, and guidance to colleagues across campus. Contributes to and implements overall direction of national and provincial recruitment strategies.
- **Decision-Making Authority:** Makes decisions about: hiring, training, and discipline of reporting staff; operationalization of provincial recruitment strategies; optimal courses of action relative to problem solving; personal travel planning.
- **Physical and Sensory Demands:** While on campus: minimal demands typical of a position operating within an office environment. While travelling: possible disruptions in lifestyle coupled with unusual hours/schedules, overnight stays in hotels, requirement to remain physically and

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mentally alert, heavy lifting of recruitment materials, constant alertness required during travel, driving, and presentations.

- **Working Environment:** While on campus: minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management-level responsibilities, work outside the normal operating hours of the institution. While travelling: extensive driving, occasional flying, standing for long periods, living in hotels and spending time away from the office and home, necessity of putting personal/social activities on hold.