

## Job Description

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<b>Job Title:</b>	Indigenous Recruitment and Partnerships Specialist
<b>Department:</b>	Registrar's Office
<b>Reports To:</b>	Manager, Liaison
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	June 2021

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### **Primary Purpose**

The University of Waterloo is committed to supporting increased Indigenous representation among its undergraduate student population. To address this goal, the Indigenous Recruitment and Partnerships Specialist will focus on Indigenous student outreach, recruitment, and engagement.

The Indigenous Recruitment and Partnerships Specialist is responsible for the development and implementation of strategy and activities related to Indigenous student recruitment including budget, travel, communications, research, and data analysis. The Specialist will also develop and deliver training for staff members to inform and assist Indigenous recruitment, financing, and admissions activity.

The Indigenous Recruitment and Partnerships Specialist plays a key role in providing confident, competent, and credible external representation of the university. To enhance the effectiveness of this activity, the ideal candidate will meet the articulated qualifications below and will be an Indigenous person (First Nations Status or Non-Status, Métis, and/or Inuit). Lived experience in an Indigenous community or communities would be an asset.

The University is committed to implementing the Calls to Action framed by the Truth and Reconciliation Commission. We acknowledge that we live and work on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River.

### **Key Accountabilities**

#### **Undergraduate marketing and recruitment**

- Researches, develops, executes, and enhances a comprehensive Indigenous recruitment plan for the University of Waterloo, integrating the plan into the existing undergraduate marketing and recruitment plans, process, and infrastructure
- Travels as needed throughout Canada, possibly for several weeks at a time, in order to attend events, to visit schools, and to act as Waterloo's face-to-face spokesperson with key audiences in strategically selected Indigenous recruitment markets, including but not limited to prospective students and their families; elders; school counsellors; colleagues responsible for Indigenous recruitment; and representatives of related government agencies, businesses, or communities.
- Applies current and historical enrolment data in combination with demographics and other sources of data to determine trends, forecast future opportunities, and inform strategy development.
- Ensures the development and delivery of scripts, visual presentations, and display materials appropriately crafted for Indigenous audiences.

- Keeps fully informed and knowledgeable about all aspects of programs, admissions, student life, visual identity and branding, success after graduation, and other issues related to undergraduate prospective students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, and how any changes impact the strategies for which they are responsible.

### **Admissions pathway development**

- Researches, identifies, and develops post-secondary/college Institutional partnerships, especially that could lead to and/or enhance recruitment/admission pathways such as combined college/university programs
- Collaborates as needed with the Manager, Admission Pathways and other members of the admissions team to support Indigenous pathway planning and development
- Implements, manages and maintains plan, unit, and program measurements for best results

### **Relationship and partnership management**

- Develops and maintains a close, collaborative, aligned, and integrative relationship with the Indigenous Initiatives Office to aid in overall advancement of University of Waterloo Indigenous initiatives
- Builds and maintains community relationship with urban and rural Indigenous communities
- Builds and maintains relationships with organizations, communities of practice, and other entities related or adjacent to Indigenous undergraduate recruitment.
- Researches, cultivates, develops, and expands recruitment related partnerships that advance the goals of Indigenous student recruitment
- Champions ideation and collaborates in delivery of appropriate enrichment and/or outreach activities aimed at engaging younger Indigenous students with the University of Waterloo and its programs.

### **Training and education**

- Develops and delivers Indigenous-focused recruitment, financing, and admissions training to colleagues and partners, that enhances the understanding of Indigenous student needs
- Collaborates with the Indigenous Initiatives Office to create awareness around recruitment issues, plans, trends, information, and statistics.
- Conducts continuous research and professional development surrounding Indigenous student recruitment and related issues to enhance Indigenous recruitment efforts

### **Collaborates, advises, and consults**

- Creates and shares Indigenous recruitment related reporting for various university stakeholders
- Puts forward recommendations as needed to department leadership or governance levels
- Advises the Manager, Liaison and other recruitment leaders with respect to research and the establishment of key Indigenous markets as well as the development, implementation, evaluation, and enhancement of travel and recruitment strategies aimed at those key markets.
- Provides advice and audience expertise with respect to implementing Indigenous recruitment strategies, and consults with, advises, and interacts directly with the Indigenous Initiatives Office; marketing and undergraduate recruitment professionals in the faculties, professional schools, and university colleges; managers and staff in MUR, the RO, and numerous university departments; and student societies and clubs.
- Collaborates with other recruitment colleagues to co-ordinate recruitment visits to Canadian schools and to ensure the integration, co-ordination, consistency, and appropriateness for Indigenous audiences of any scripts, visual presentations, display materials, and other initiatives.

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- Collaborates with and advises team members responsible for communications with the goal of ensuring that Indigenous content in any related print and digital initiatives align with appropriate guidelines and audience considerations.
- Works closely with the Assistant Registrar, Admissions, and the Admissions Officers to facilitate the application process for Indigenous students.
- With recognition and understanding of the priorities of on-campus partners, supports other recruitment staff and leadership in building consensus and coordinating the scheduling and alignment of Indigenous marketing initiatives as well as communication and follow-up strategies to balance the needs of other areas and to ensure the effective marketing of both these units and the university as a whole.

### **Indigenous recruitment advocacy**

- Provides input and assistance to the overall departmental strategic plan
- Provides input to the Indigenous Initiatives Office to assist with recruitment related information to enhance the university's Indigenous Initiatives strategy
- Keeps up to date on Indigenous post-secondary trends and statistics and adjust strategic plan accordingly
- Collaborates with other institutions and schools to establish Indigenous student recruitment best practices

### **Project manages workflow and business practices**

- Assumes project management responsibilities for travel initiatives, including resources, time, and budget, ensuring proper control of expenditures for the initiatives for which they are responsible.
- Develops, writes, and follows travel reports and Smartsheets, while maintaining the CRM including visit statistics. In combination, these accurately document all components of each marketing initiative for which they are responsible and contributes appropriate updates to the overall undergraduate recruitment strategy.

*\*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 or equivalent combination of education and experience required

### **Experience**

- Minimum 3 years of experience in a presentation/persuasion focused role (such as sales or student recruitment).
- Experience in the area of Indigenous student recruitment in a post-secondary institution is preferred
- Demonstrated experience in persuading, informing, and influencing complex decisions.
- Demonstrated experience in relationship-building, community engagement and/or outreach with Indigenous communities
- Experience in developing and delivering online and in-person events is an asset.
- Experience in developing and delivering training is an asset.
- Experience in independent/self-directed travel is an asset.
- Experience as a student at the University of Waterloo is an asset.

### **Knowledge/Skills/Abilities**

- Thorough understanding of, and demonstrated ability of working with, First Nations, Inuit and Métis populations and understanding of the diverse needs and expectations of servicing and working with each group.
- Thorough knowledge of First Nations, Inuit and Métis student 3<sup>rd</sup> party funding structure, processes
- Ability to effectively train varying and diverse groups surrounding Indigenous student recruitment.
- Outstanding public/promotional/persuasive speaking and presentation skills including presentations to large and small audiences.
- Ability to develop, execute, and report upon annual recruitment plans that measurably address the needs of assigned recruitment markets.
- Ability to independently lead and conduct individual and group recruitment travel, which may include travel for weeks at a time.
- Ability to speak credibly and accurately about a wide array of topics including all aspects of academic and student life at Waterloo,
- Must exhibit excellent interpersonal and communication skills and be able to build strong collaborative relationships with key stakeholders.
- Excellent written and verbal communication skills
- Motivated, ambitious, and a results-driven go-getter.
- Must be a team player who thrives in a busy environment.
- Ability to prioritize effectively, including the ability to work both independently and collaboratively, including aiding in peer mentorship.
- Ability to maintain and work within allocated budget for projects as well as within an annual plan.
- Technology literacy and skilled in use of productivity, presentation, and web meeting/presentation technologies.
- A Vulnerable Sector Check is required
- A valid Driver's Abstract and a valid G driver's license is required.

### **Nature and Scope**

- **Contacts:** Internally, communicates with a wide range of departments and groups in order to deal with, influence, and motivate employees or groups of people to ensure the successful implementation of off-campus and/or targeted Indigenous undergraduate recruitment strategies; externally, communicates with a wide variety of rural/urban Indigenous communities and domestic audiences to deal with, influence, and motivate others to achieve institutional enrolment management goals, including safeguarding consideration of Waterloo's needs in collective marketing strategies developed by external interuniversity committees.

- **Level of Responsibility:** Responsible for the successful project management of a university-wide function to operationalize university strategies related to off-campus and/or targeted recruitment; expected to exhibit a vitally important high degree of mature and credible professionalism as the representative of the university, which has a significant impact on Waterloo's reputation, enrolment management objectives, and revenue.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing Indigenous recruitment strategies, including market research, organization of resources, personal interactions and collaboration, work flow, consultation, and other key accountabilities; determines the optimal course of action to solve problems and to exert a positive influence on other stakeholders and on key and/or targeted recruitment audiences; makes independent decisions while travelling and to ensure that Waterloo's Indigenous marketing priorities are top of mind at meetings of external organizations.
- **Physical and Sensory Demands:** While on campus, minimal demands typical of a position operating within an office environment; while travelling: extreme demands because of unavoidable exposure to dangerous or unpleasant environments, and disruptions in lifestyle coupled with unusual hours/schedules; extensive and lengthy travel, overnight stays in hotels, and visits to a wide variety of educational institutions; requirement to remain physically and mentally alert, working under pressure and in unfamiliar environments; heavy lifting of recruitment materials; constant alertness required during travel, driving, and presentations. While travelling: difficulties associated with travelling; additional hours of work and prolonged absences from office and home; multiple and/or tight deadlines related to the expectation that correspondence and responses to accumulated email inquiries be dealt with even during absences from the office; increased stress during travel caused by tight scheduling that maximizes effectiveness in a market and consequent pressure resulting from unplanned events such as traffic delays and inclement weather.

**Working Environment:** While on campus: minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project-management-level responsibilities; work outside the normal operating hours of the institution; while travelling: extreme exposure to disagreeable conditions during the travel season: long hours travelling in economy class; extensive driving; standing for periods ranging from 8 to 12 hours; extreme temperatures and weather conditions; exposure to health risks could occur; living in hotels and spending time away from the office and home

The University is a leader in the education of global citizens and values the diverse and intersectional identities of its students, faculty, and staff. The University regards equity and diversity as an integral part of academic excellence and is committed to accessibility for all employees. The University of Waterloo seeks applicants who embrace our values of equity, anti-racism, and inclusion. As such, we encourage applications from candidates who have been historically disadvantaged and marginalized, including applicants who are First Nations, Métis and/or Inuit, Black, racialized, persons with disabilities, women and/or LGBTQ2+ people.

However, the selection process for this particular position will follow the provisions for a special program as described by the Ontario Human Rights Commission in order to address the underrepresentation of individuals from equity-deserving groups. Improving the representation, participation, and engagement of equity-seeking groups within our community is a key objective of Waterloo's Strategic Plan 2020-2025. As such, this position is open only to Indigenous persons (First Nations Status or Non-Status, Métis, and/or Inuit).

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All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

The University of Waterloo is committed to accessibility for persons with disabilities. If you have any application, interview, or workplace accommodation requests, please contact Human Resources at [hrhelp@uwaterloo.ca](mailto:hrhelp@uwaterloo.ca) or 519-888-4567, ext. 35935.