

Job Description



Job Title:	Undergraduate Recruitment Specialist
Department:	Office of the Registrar, Marketing & Undergraduate Recruitment
Reports To:	Manager, National Recruitment
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	December 2023

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 Undergraduate Recruitment Specialist (URS) is responsible for communicating with and providing information for prospective students, their families, and school officials regarding admission policies, academic programs, and other aspects of university life to help guide their decisions about post-secondary education. In light of research that confirms the impact of effective high school recruitment visits, the URS plays a crucial role in the successful realization of undergraduate enrolment management goals and the safeguarding of UWaterloo's high-quality reputation by developing relationships with prospective applicants.

Key Accountabilities

Carries out provincial recruitment activities

- Responsible for significant travel to present UWaterloo's strengths; help prospective students visualize a UWaterloo experience; build effective relationships with prospective students and their families; and provide complete and accurate information about programs, co-op, the admissions process, and any other details required by prospective students
- Represents UWaterloo at off-campus recruitment events throughout Ontario, including but not limited to post-secondary fairs, sponsored events, and presentations for younger audiences
- Visits and/or connects virtually with secondary schools throughout Ontario, delivering presentations, holding small-group counselling sessions, and meeting with school personnel to provide up to date information about UWaterloo
- Participates in extensive training and professional development prior to each new recruitment season, including polishing the delivery of effective and engaging presentations that incorporate compelling stories about the UWaterloo experience
- Shares feedback about high school audiences and UWaterloo materials with the MUR team to help with the development and enhancement of undergraduate recruitment strategies
- Carefully books and confirms the logistics for any travel and exercises judgment in obtaining assistance or determining creative solutions for any problems that may arise
- Maintains awareness of cultural, language, religious, political, socio-economic, and any other relevant factors in UWaterloo's recruitment markets
- Ensures effective follow-up communication with prospective students
- As required, undertakes recruitment travel to visit high schools and attend UWaterloo recruitment events across Canada or internationally

Job Description



Collaborates, advises, and consults

- Collaborates with and advises the Manager, National Recruitment with respect to any challenges that arise in recruitment travel, including obtaining accurate responses to any unforeseen questions
- Contributes to seasonal and annual wrap-up discussions and reports
- Co-operates closely with the MUR team, RO staff, and colleagues in the faculties, professional schools, university colleges, and other departments who have a vested interest in undergraduate recruitment
- Proactively shares knowledge so that all MUR team members can incorporate new information and techniques into their strategies
- Supports provincial collective recruitment efforts through working group and committee participation
- Observes and reports on the recruitment strategies, activities, and involvement of UWaterloo's competitors

Contributes to departmental initiatives and culture

- Ensures that MUR and UWaterloo values are present when engaging with others and delivering on all aspects of the position
- 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
- Participates in MUR recruitment events and in the administration of specific RO department wide and UWaterloo campus wide responsibilities

**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 UWaterloo

Experience

- Excellent written and oral communication skills, including delivering dynamic presentations
- 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
- Strong organizational and problem-solving skills coupled with the ability to handle multiple projects and deadlines in a fast-paced environment
- Student leadership experience during university studies and extensive knowledge of and involvement in UWaterloo, including an overall understanding of the organization of UWaterloo services and departments

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

Nature and Scope

- **Contacts:** Communicates with colleagues in undergraduate recruitment and admissions, and occasionally other university staff, via email, meetings, and presentations, to ensure the successful execution of national recruitment activities. 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:** Implements a university-wide function or process to ensure the success of high school recruitment initiatives, which represent a crucial component of the overall undergraduate recruitment and admissions strategic marketing plan and have a significant impact on UWaterloo's reputation, enrolment management objectives, and revenue.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing undergraduate recruitment visits, determines the optimal course of action to solve problems and to exert a positive influence on key recruitment audiences, makes independent decisions while travelling to ensure the effective outcome of their undergraduate recruitment visits.
- **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 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 project-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.