

# JOB DESCRIPTION

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**Dept:** Future Students' Office

**Working Title:** Student Recruitment Coordinator (503)

**Date:** September 2015

**Job Class:** 13

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## **PRIMARY FUNCTION:**

Provide recruitment, admissions advising and liaison services to attract well-qualified prospective students into undergraduate, trades and preparatory programs at Kwantlen Polytechnic University (KPU). Participate in the planning and execution of recruiting services and admissions advising sessions in a wide variety of educational, community and professional settings in the Lower Mainland and across Canada. Act as a liaison with specific Faculties and provides support for Faculty and program specific recruitment initiatives through targeted outreach and activities. Provide advice and/or information about admissions requirements and procedures, programs, services, careers and more to identified target markets for the purpose of generating inquiries and applications. Actively recruit students through consistent follow-up through the application process, specifically through email, phone calls and campus visits. Act as KPU representative at internal as well as external recruitment and community events, developing rapport with students, parents and key stakeholders by providing prompt and professional service. Actively pursue new initiatives and support the implementation of KPU's marketing and recruitment strategic plan

## **JOB DUTIES AND TASKS:**

### **1. Identify and recruit prospective students to the University:**

- a. Within local, regional and national markets, develop and implement effective strategies and processes to encourage potential students to seek more information from and ultimately apply to KPU
- b. Design recruitment efforts to reach a wide variety of audiences including, though not limited to, secondary school students, college students, mature students, and Aboriginal students.
- c. Develop and conduct engaging presentations to small and large groups, using a focused marketing approach. Use thoughtful judgment and consideration for a variety of audiences; adapt presentation content and style to meet changing audience needs. Maintain flexibility to fill in at presentations or events on short notice. Utilize critical thinking skills to tailor presentations to a new audience.
- d. Establish and build relationships with key stakeholders to encourage referral of prospective students, promote the University and enhance its reputation across various markets. This includes stakeholders such as counsellors, teachers, public and private schools, government and external agencies, parents, community and business groups.
- e. Provide information, advice and guidance to prospective students on a wide variety of matters such as:
  - existing and future KPU programs
  - admission requirements and process
  - student support services
  - educational expenses, scholarships, awards and financial aid
  - registration and transition to KPU
  - special requirements and/or testing
  - benefits of a post-secondary education
  - articulated partnerships
  - campus expansion and other University plans
- f. Research and recommend community and business events, fairs, shows, and other external initiatives and venues to exhibit and recruit students.
- g. Participate on behalf of KPU in a wide range of on- and off-campus events that are promotional and/or informational in nature such as community and business events, educational fairs and shows; this might include coordination with KPU students, alumni, staff and faculty.
- h. Collaborate with the Manager to develop and maintain recruitment presentation, displays and promotional materials. Plan, coordinate, develop and implement design and décor of booth exhibit.

Utilize strong decision making skills and judgment, tailor information to target audiences at a variety of venues.

- i. Review, analyze and write reports outlining results of recruitment initiatives. Evaluate enrollment data and recruitment activities in order to make recommendations and improvements in content and delivery methods. Determine return on investment, make recommendations for further offerings, required adjustments or cancelling of future initiatives.
- j. Build and maintain relationships with educational institutions with which KPU has partnership agreements.
- k. Liaise with and build strong relationships with internal staff, faculty and administrators from assigned Faculties and service areas. Drawing on experience, recommend joint recruitment initiatives to Faculties to achieve buy-in for active participation. Regularly consult with Faculties to ensure most current information is being provided to prospective students.
- l. Coordinate events and recruitment activities with Faculties to foster a collaborative recruitment effort.
- m. Assess inquiries from secondary school counselors, career advisors and teachers. Using thorough decision making skills and thoughtful judgment provide and/or direct them to appropriate information on programs and services at KPU to better advise their students.
- n. Independently manage a complex schedule with multiple daily appointments ensuring timeliness to meet all obligations and deadlines.

## **2. Promote to and advise prospective students:**

- a. Recruit and advise prospective students by conducting presentations as well as one-on-one or group sessions
- b. Provide pre-admissions information and advice to prospective students on program options and eligibility based on an evaluation of student needs, prior academic history and future goals. Assist students in the identification of programs that may be of interest to them, suit their talents and lead to their career goals using various modes of communication, including in-person, telephone, written, webinars, instant messaging, etc.
- c. Maintain extensive knowledge of all programs offered at the University as well as information on admission requirements, application process, tuition and fees, student services, transfer credit and more.
- d. Provide advice and/or information about admissions requirements and procedures, programs, services, careers and more to identified target markets for the purpose of generating inquiries and applications. Determine general admissibility of student as well as accuracy and completeness of application. Advise applicants of admission deficiencies to ensure application can be processed. Using thoughtful judgment and consideration positively suggest alternative actions or plans as needed.
- e. Respond to internal and external queries regarding KPU programs, admissions, application and registration procedures, documentation requirements, and policies.
- f. Interprets university policy regarding admission, registration, academic requirements, etc by maintaining current knowledge on University regulations, procedures and curriculum requirements to ensure accurate and consistent information is provided to students.
- g. Provide information, direction and assistance to students during the entire enrolment cycle including admission, registration, course changes and withdrawal periods.
- h. Actively recruit students through consistent follow-up through the application process, specifically through email, phone calls and campus visits. Follow up with applicants to ensure that pathways impeding registration are mitigated to improve conversion. Includes accurate database management and upkeep.

## **3. Coordinate recruitment activities and build effective relationships:**

- a. Act as KPU representative at internal as well as external recruitment and community events, developing rapport with students, parents and key stakeholders by providing prompt and professional service.
- b. Liaise with counselors, career advisors, teachers and business professionals in assigned market territory(ies) while recruiting and, provide updates to ensure latest information and application processes are clearly understood. Exchange information with high school and post-secondary representatives and staff regarding issues relating to enrollment in KPU programs and courses and provide advice and direction.
- c. Collaborate and coordinate with counselors, career advisors, teachers on specific recruitment and marketing initiatives tailored to that specific territory and suggest appropriate pathways for students.
- d. Independently resolve issues related to servicing of schools and prospective students in their assigned district. Receive questions and requests and diplomatically deals with issues or concerns. Refer highly sensitive issues to the attention of the Manager or Director as needed.

- e. Respond tactfully both verbally and in writing in order to deal effectively and harmoniously with the general public, government agencies, secondary and post-secondary schools, and members at all levels of KPU academic and services departments. Act as a liaison with Faculties and provides support for Faculty and program specific recruitment initiatives through targeted outreach and activities.
- f. Develop and maintain a network of contacts in the university to keep up to date on changes relating to all academic programs and appropriately refer students.
- g. Assist with delivery of KPU entrance scholarships and participate in ceremony presentations if required.
- h. Assist with activities related to KPU recruitment events and tours.

**4. Develop, maintain and assess recruitment activities and initiatives :**

- a. In collaboration with recruitment team, develop and maintain a current list of community, business initiatives, shows, fairs and other potential events to participate in on an annual basis.
- b. Draw on independent decision making skills, external requests and judgment of promotional materials to recommend specific marketing collateral be developed to assist in the recruitment process.
- c. Independently research, identify, report on and recommend new potential markets to recruit students and collaborate with recruitment team and Manager to develop new initiatives.
- d. Collaborate on future recruitment initiatives by compiling and reviewing recruitment trip reports, conducting research of potential markets, and evaluating and communicating research findings.
- e. Assess effectiveness of recruitment methods and make changes to more effectively target students.
- f. Work with communications coordinators and marketing department staff to recommend social media messages to target prospective students.
- g. Work in collaboration with Manager to recommend ideas for marketing materials for the purpose of recruiting prospective students to KPU.
- h. Stay current on relevant events to participate in thorough research, analysis and follow up of events listings found through internet searches, social media and other advertising means.
- i. Use independent decision making skills to draw on feedback from recruitment activities to recommend website updates to Manager and Director
- j. Actively pursue new initiatives and support the implementation of KPU's marketing and recruitment strategic plan
- k. Independently review procedures. Recommend changes to Manager and Director and implement changes as required.

**5. Related duties:**

- a. Access confidential records on the student information system (Banner) for the purpose of recruiting and advising. Update computer database of prospective students, utilize Client Relationship Management (CRM) program and keep current in the use of systems and technology.
- b. Assist applicants to complete internal and external forms and documentation.
- c. Prepare, sort and distribute various documentations such as forms, letters, memos and reports, and distribute to appropriate staff and students.
- d. Assist with front-line support in FSO and act as a resource for student drop-ins as needed.
- e. Update and contribute to the writing of job manual. Review policy and procedures and recommend changes as required.
- f. Train student assistants in all recruitment functions, including exhibiting at shows and representing KPU in an ambassadorial role.
- g. Provide training to others in FSO or across the University as required.
- h. Represent the unit on University committees and external groups.
- i. Perform assigned projects and tasks as directed by the supervisor and Director.
- j. Contributes to and promotes a safe, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.

**SUPERVISION RECEIVED:**

Reports to the Manager, Domestic Recruitment.

**SUPERVISION/DIRECTION EXERCISED:**

Responsible for Faculty and regional portfolios related to domestic recruitment and community outreach. Provide advice and support to staff dealing with prospective student concerns and inquiries; provide advice and support to parties requiring information on admissions and registration. Provide instruction and training to student assistants and replacement workers, auxiliaries and other marketing and recruitment staff. Provide

orientation to new employees, as required.

Refers decision potentially leading to some contact with upper levels of administration at the University or that require consultation with more senior levels in the department because of the impact on operations.

**PHYSICAL ASSETS/INFORMATION MANAGEMENT:**

Set up and maintain student files and update student information on computer database. Stays current on use of CRM program to communicate to prospective students and counsellors. Works collaboratively with team and Manager to ensure external contacts lists (high schools, counselors, teachers, community, business etc) are up to date at all times.

**FINANCIAL RESOURCES:**

Responsible for a university credit card to book travel arrangements such as airfare, hotel, meals etc. for self and other recruiters when necessary, pay for venue sites for recruitment activities, shows, exhibits and to manage supplies and recruiting materials as the need arises. Receive payments and fees; purchase office supplies at the bookstore or externally as required.

*The above statements reflect the general details considered necessary to describe and evaluate the principal functions of the job identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.*

**EMPLOYER REQUIRED KNOWLEDGE SKILLS AND ABILITIES:**

1. Bachelor's degree and a minimum of two years of related experience in student recruitment, advising and/or student services or an equivalent combination of education, training and experience. Preference given to Kwantlen Polytechnic University graduates.
2. Exceptional written and oral communication skills. **Proven ability to be flexible in speaking and polished presentation style, to small and large groups up to 100+ is required.** Proven ability to convey appropriate and diplomatic responses to questions under pressure.
3. Proven ability to represent a post-secondary institution or organization with tact and diplomacy while interacting with people of various ages, backgrounds, cultures and languages.
4. Strong organizational skills, the ability to work as part of an integrated team and the ability to work independently.
5. Demonstrated ability to conduct oneself in a professional manner in a demanding, high stress, fast-paced environment over a sustained period of time.
6. Experience in post-secondary education recruitment activities such as formal presentations at education fairs, trade shows, community and business events.
7. Previous sales experience demonstrated by accumulating new leads and identifying new markets is considered an asset.
8. Excellent interpersonal skills. Ability to advise, guide and provide training to various stakeholders across the University.
9. Ability to relate well to people from a variety of cultural and linguistic backgrounds. Proven ability to function effectively in a cross-cultural setting. **Second language proficiency is an asset, preferably in Mandarin or Punjabi.**
10. Aptitude in using technology including CRM systems and social media platforms.
11. Demonstrated ability to handle sensitive and confidential information appropriately.
12. Knowledge of Kwantlen Polytechnic University programs and courses and a demonstrated ability to keep up-to-date with credit and non-credit offerings, university and program admission policies, tuition fees, etc.
13. Ability to exercise a high level of initiative and responsibility, work independently and establish own priorities and meet deadlines.
14. Knowledge of training, education and or job requirements for a wide range of academic, trades and technical careers as well as pathway options to reach educational goals.
15. Strong understanding of the B.C. and other Canadian education systems: graduation, partnerships, and articulated agreements.
16. Proficiency with Microsoft Office, including PowerPoint at an intermediate level.
17. Ability to travel to other campuses and within British Columbia is required.
18. Must have a valid B.C. driver's license, safe driving record and access to a vehicle for work purposes.
19. Must be able to work evenings and weekends on a flexible schedule.
20. Must be able to lift and carry materials in the range of 30 to 50 lbs.

Knowledge Skills & Abilities revised: June 2020