#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Associate Director, Student Recruitment

**Job Number:** X-262 | VIP: 1060

**Band:** EXEMPT- 9

**Department:** Recruitment & Admissions

**Supervisor Title:** Director, Recruitment & Admissions

**Last Reviewed:**  December 20, 2024

#### **Job Purpose:**

The Associate Director, Student Recruitment leads the strategic development and implementation of recruitment initiatives to attract and enroll a diverse, high-quality cohort of domestic undergraduate students. Reporting to the Director, Recruitment & Admissions, the Manager aligns recruitment efforts with the university's broader strategic enrollment management goals, ensuring the effective use of resources, data-driven decision-making, and innovative outreach to key audiences. This role fosters collaboration across departments and drives engagement with prospective students, families, and educators to enhance Trent University's visibility and appeal.

#### Key Activities:

**Strategic Leadership**

* Develop and execute a comprehensive recruitment strategy that aligns with the university’s strategic enrollment management and academic priorities.
* Provide leadership and vision to the recruitment team, fostering innovation, collaboration, and a culture of continuous improvement.
* Act as a key advisor on recruitment strategies to senior leadership, ensuring alignment with institutional goals and market trends.

**Team Development and Leadership**

* Recruit, train, and supervise a dynamic team of permanent, contract, and student staff, emphasizing professional growth and leadership development.
* Establish and implement training programs to ensure the team is equipped with advanced skills in communication, presentation, and customer engagement.
* Promote a team environment that values diversity, equity, and inclusion in serving a wide range of prospective students and families.

**Recruitment Strategy and Execution**

* Oversee provincial and national undergraduate recruitment activities, ensuring Trent University maintains a strong presence in key markets.
* Manage the campus tours program, optimizing visitor experiences to strengthen Trent’s appeal to prospective students.
* Lead the development of targeted recruitment initiatives, including outreach to high schools, colleges, and transfer student populations.
* Utilize data and market insights to adjust territorial recruitment models and expand Trent's footprint in high-priority regions.

**Event and Communication Oversight**

* Strategically plan, execute, and evaluate high-impact recruitment events such as Open Houses, applicant receptions, and guidance counselor engagements.
* Collaborate with Communications and other departments to create compelling messaging and materials tailored to prospective students and their influencers.
* Oversee virtual engagement efforts, including webinars and digital outreach, to expand accessibility and engagement with diverse audiences.

**Stakeholder Engagement and Relationship Building**

* Build and maintain strong relationships with high school guidance counselors, college advisors, and other key stakeholders to enhance Trent’s recruitment pipeline.
* Serve as Trent’s representative at provincial and national recruitment forums, ensuring alignment with broader sector trends.
* Partner with internal academic and service departments to ensure seamless communication and alignment of recruitment efforts with institutional priorities.

**Data-Driven Decision Making**

* Lead the collection, analysis, and reporting of recruitment data to inform strategy and measure effectiveness against enrollment targets.
* Leverage survey results, event feedback, and key performance indicators to refine recruitment tactics and optimize resource allocation.
* Stay informed on industry trends and competitor practices to position Trent as a leading choice for prospective students.

**Resource Management**

* Manage the recruitment budget, ensuring efficient allocation of resources to achieve maximum impact.
* Oversee staff expenditures, monitor attendance at events, and ensure fiscal accountability in all recruitment activities.

#### Education Required:

* Bachelor’s degree (Honours, 4 years) in a relevant field.

#### Experience/Qualifications Required:

* 5+ years of progressive leadership experience in post-secondary recruitment with demonstrated success in strategy development and execution.
* Proven expertise in territorial recruitment models and strategic enrollment management principles.
* Strong ability to lead teams in dynamic and evolving environments, balancing multiple priorities.
* Demonstrated proficiency with data analysis and CRM systems to support data-driven decision-making.
* Exceptional interpersonal, communication, and presentation skills.
* In-depth knowledge of Ontario's secondary and post-secondary education systems, including market trends and recruitment best practices.