#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Manager, Student Recruitment

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

**Band:** EXEMPT- 7

**Department:** Recruitment & Admissions

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

**Last Reviewed:**  June 25, 2013

#### **Job Purpose:**

Reporting to the Director, Recruitment & Admissions, the Manager, Student Recruitment oversees the planning, analysis and coordination of domestic undergraduate recruitment activities and events. As a member of the Recruitment & Admissions team, the Manager is a team leader in the development and implementation of recruitment strategies, programs, and initiatives to attract high quality students and support the overall strategic enrolment management goals of the University.

#### Key Activities:

##### Leadership & Development

* Provide leadership over the recruitment and campus tours office.
* Act on behalf of the Director and provide support and leadership to other staff in Recruitment & Admissions as needed.
* Hire, train and supervise the work of permanent Enrolment Advisors, as well as contract and student staff.
* Ensure that all recruitment staff and student workers have thorough familiarity with the Peterborough and Durham campuses; are well versed in all academic programs, policies, and procedures, including admissions requirements and financial aid; and that all are trained in working with needs of diverse populations. Provide the necessary training for any non-recruitment staff and faculty participating in recruitment activities.
* Oversee the development and implementation of staff and student training programs that establish strong team dynamics and set highest standards for skills in making dynamic presentations, customer service and health and safety.
* Create leadership opportunities for recruitment staff ensuring that each member of the team has core projects and areas of responsibility in addition to general recruiting.
* Provide training opportunities to support technical proficiency of recruitment staff to effectively use existing and new systems.
* Demonstrate and develop within the team appropriate networking and relationship strategies for connecting with key audiences.
* Foster professional development and team-building opportunities and conduct yearly performance appraisals for permanent staff and regular channels of feedback for contract and student staff.

##### Undergraduate Student Recruitment

* Plan and coordinate provincial and national undergraduate recruitment activities for both Peterborough and Durham campuses.
* Manage the campus tours staff and program to ensure optimal efficiency, customer service and presentation of the institution.
* Oversee the analysis and booking of high school visits to maximize Trent’s presence and effectiveness in recruiting at Ontario high schools.
* Make informed recommendations about adjustments to the territorial recruitment model.
* Oversee Trent’s college recruitment program including staff training, booking and budget, and develop strategies to enhance effectiveness in transfer and mature student recruiting.
* Research strategies to expand Trent’s undergraduate recruitment presence in key regions to meet enrolment targets and make recommendations on recruitment and conversion opportunities.
* Represent Trent at the General Committee on Student Recruitment and relevant subcommittees as required, including the Provincial Liaison Workshop.
* Conduct visits to high schools and other institutions across Ontario to build relationships and strengthen Trent’s connection to key constituents.
* Make presentations to high school and college students, guidance counsellors and others as required to promote the University to prospective students.
* Advise high school students, parents, school counsellors, school officials and others on academic programs, admissions criteria, and aspects of student life.
* Set goals and objectives and implement student recruitment programs based on a territorial management model for visits to high schools, colleges, and university fairs.

##### Event & Communication Management

* Collaborate with the Director, Recruitment & Admissions, Manager, Admissions, Communications staff and other departments to establish effective communication with and targeted messaging for prospective students, their families and guidance throughout the recruitment and admissions process.
* Ensure the successful planning, budgeting, execution and ongoing evaluation of campus recruitment and conversion events and activities including, but not limited to Open Houses in Peterborough and Durham, applicant receptions and guidance counsellor breakfasts.
* Builds presentation and training materials and adjusts as needed to ensure appropriate information is disseminated to key audiences.
* Oversee the coordination of special projects including the campus tour program, contact campaigns and college transfer orientation visits.
* Oversee the coordination of webinars for prospective students and applicants at both campuses.
* Build effective relationships and collaborate with all academic and service departments on campus to identify all introductory information and protocols that will effectively inform and respond to the needs and inquiries, or ensure appropriate referrals, of prospective students and their families and guidance counsellors.
* Build relationships with guidance counsellors and teachers in secondary schools, specifically in the local campus catchment areas, and advise upon and implement communication and outreach strategies to engage guidance counsellors locally and beyond.
* Manage Trent’s presence at external recruitment events and activities including, but not limited to the Ontario Universities’ Fair, University Information Program, Regional Dialogues, Provincial Liaison Workshop.
* Cultivate university-wide participation in and understanding of the roles and purpose of recruitment events.
* Research opportunities for new events, communications strategies and initiatives that will support students throughout the recruitment and admissions cycle and during the transition as an incoming student.

##### Analysis & Evaluation

* Manage the recruitment budget and play an active role in the planning of the overall Recruitment & Admissions budgets.
* Monitor and process recruitment staff expenditures and track attendance.
* Ensure the appropriate collection, analysis, and reporting of data necessary for recruitment analysis, strategic planning and decision making to support enrolment goals.
* Oversee the creation of prospective student surveys, event reports and key performance indicators for recruitment events and activities.
* Research and stay abreast of industry and market trends as they relate to Trent’s reputation and success in recruitment activities and overall enrolment planning.
* Respond to enrolment needs with creative ideas and solutions for conversion.
* Monitor and process recruitment staff expenditures and track attendance.
* Participate in university committees, special projects or represent Trent at external events as required.

#### Education Required:

* Honours Bachelor’s Degree (4 year), or equivalent professional and/or managerial experience.

#### Experience/Qualifications Required:

* Minimum three (3) to five (5) years’ experience in post-secondary recruitment.
* Hands-on experience with territorial recruitment models and a solid understanding of the principles of Strategic Enrolment Management.
* Experience managing the work of diverse and often shifting priorities within a team comprised of permanent staff, contract, and student workers.
* Ability to manage staff while at the same time working independently on multiple projects.
* Demonstrated experience with databases used to track and analyze prospective student information and actions.
* Excellent interpersonal, presentation, written and verbal communication skills.
* Extensive knowledge of the university programs, policies and procedures, the Ontario secondary and post-secondary education system and trends in undergraduate students and student recruitment.

#### Supervision:

* A-090 Enrolment Advisor(s)
* A-233 Indigenous Enrolment Advisor (shared report with Director, First Peoples House of Learning)
* Student Ambassadors for running tours office/responding to inquiries, conducting tours, and working campaigns (twenty part-time throughout the year)
* Volunteer event student workers for open hours and other events on and off-campus (approximately sixty are hired per the event cycle)

**Job Evaluation Factors:**

##### Analytical Reasoning

Example:

The Manager, Student Recruitment will need to meet with senior management and faculty to determine their role in undergraduate recruiting events and activities and decide how best to expand the recruitment program to increase enrolments within a limited budget.

The Manager, Student Recruitment forecasts and manages a large and complex non-staff budget that requires continuous oversight and tracking as expenditures are unpredictable for recruitment travel and events.

##### Decision Making

The Manager, Student Recruitment is required to make decisions with little input from others and limited supervision, while seeking appropriate levels of research and collaboration to ensure successful results.

Example:

The Manager, Student Recruitment will often be presented with an issue and has to determine the appropriate research and analysis to support decisions and planning for future recruitment activities such as choosing to expand provincial recruiting or to build out of province, mature and transfer student recruiting, within a limited budget.

The Manager, Student Recruitment is required to troubleshoot and make quick decisions when encountering difficult situations, delays, or issues on the road, or when supporting staff who are on the road and need assistance.

##### Impact

Example:

The Manager, Student Recruitment provides key information to senior management that is used to determine allocations of resources for recruitment initiatives. The Manager, Student Recruitment also deals with inquiries or external prospects, parents and guidance counsellors on a daily basis. These are sometimes complex or serious in nature. Poorly managed recruitment events, responses staff or activities can lead to dissatisfaction among prospects and their influencers and result in negative feedback, impact on Trent’s reputation and a decline in enrolment.

##### Communication

Internal:

* Job requires contact with President, Provost and Vice-Presidents, Directors, Registrar’s Office, Deans, Associate Deans, Chairs, Faculty, Managers, Academic Advisors, Students, Alumni and Committees.

External:

* Job requires contact with external prospective students and their families, guidance counsellors, high school administrators, media, and other post-secondary institutions.

##### Motor/Sensory Skills

* Keyboarding - a lot of time spent on the computer, using keyboard skills – attention to detail and accuracy required.
* Technical - efficiency with projectors and other technical equipment for presentations requiring quick set up and take down.
* Hearing/Verbal - communicate effectively with internal and external audiences.

##### Effort

Mental:

* Sustained concentration - ability to maintain concentration on projects to ensure their completion in an accurate and timely manner.
* Multitasking/competing demands - ability to manage multiple and diverse projects with interruptions, competing timelines; ability to adapt schedule for new priorities.

Physical:

* Required to set up/carry materials - Work is at times physically demanding, sometimes involving long hours, evening and weekend recruiting events and activities.

##### Working Conditions

Physical:

* Interior/exterior - Activities take place both internally and externally and require travel both locally and provincially. Potential for out of province travel.

Psychological:

The position involves stress related to the management of staff and volunteers and oversight of a variety of projects both within a team and as an individual, as well as the need to make independent decisions that potentially effect enrolment and institutional reputation.

The position involves stress related to the broad and simultaneous event coordination and oversight of a variety of individuals for events (direct reports, other departments, faculty, senior staff, alumni) both on campus and off.

The position involves stress related to being responsible for the safety and support of recruitment staff as they travel locally, provincially and nationally which may involve managing issues at all hours and while also managing the recruitment and tours office and local activities, as well as the Manager’s own recruitment visits.