PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>#992651, 998650, 999136</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position Title:</td>
<td>Undergraduate Program Admissions, Advising and Recruitment Officer</td>
</tr>
<tr>
<td>Department:</td>
<td>Business</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Director of Administration</td>
</tr>
<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct 0</td>
</tr>
<tr>
<td>Classification Level</td>
<td>SG 8</td>
</tr>
<tr>
<td>Last Updated</td>
<td>February 2017</td>
</tr>
</tbody>
</table>

2. Position Summary

The Peter B. Gustavson School of Business is well-known as a leader in international education. Our undergraduate program is designed around the four pillars of the school (international, integrative, innovative and sustainability/social responsibility) with the goal of developing global business leaders.

Reporting to the Director of Administration the Undergraduate Admissions, Recruitment and Advising Officer (ARO) is responsible for recruitment and admissions activities in target markets and student advising for prospective and current, domestic and international students for the Peter B. Gustavson School of Business undergraduate programs. Officers are responsible for outreach, on-campus activities, research and strategic marketing and initiatives for undergraduate programs for the School of Business. Officers are responsible for evaluating and determining admissibility to the school and in advising students with course and program planning.

3. Key Responsibilities and Expectations

<table>
<thead>
<tr>
<th>Key Responsibilities.</th>
<th>Expectations:</th>
</tr>
</thead>
<tbody>
<tr>
<td>%of time</td>
<td></td>
</tr>
</tbody>
</table>
| Admissions, Academic Advising and Student Support 50% | • Coordinates admissions process, including evaluation of applicants, recommendations for admissions, reviewing conditions of admissions and substituting variations where required. Responsible for providing Director with admission statistics and details.  
• Advises undergraduate students with scheduling, program planning, and administrative matters. Uses Banner for registration and FAST/CAPP for student advising. Advises prospective students with pre-admission course planning.  
• Advises students in person, by phone and email on academic topics including, admission, course selection, career path, graduation requirements, post-graduate education, academic regulations (university and program), appeals, waivers and registration.  
• Advises students on other matters including non-academic matters such as personal stress management and accommodation for disabilities.  
• Establishes and maintains confidential student files (including transcripts, academic concessions, waivers, incident reports etc.). |
- Manages student records on an internal database as well as the university mainframe system for reporting and analysis.
- Works with Manager, Admissions, Advising and Operations to meet program admissions targets and goals.
- Liaises with the Business Co-op office and the International Programs office on student matters, recruitment and planning for partnerships and exchange.

**Marketing and Recruitment 30%**
- Markets undergraduate program within Canada and the U.S. to domestic and international students. Liaises with other institutions (e.g. B.C. colleges) and other units on campus to effectively recruit students.
- Acts on behalf of the school with representatives from other post-secondary institutions, high school officials, prospective students and parents.
- Travels domestically and internationally for recruitment purposes (recruitment in BC, Alberta and the US).
- Coordinates the production of marketing and program information for internal and external use.
- Effectively delivers recruitment presentations to a variety of audiences, primarily at the secondary and post-secondary levels.
- Advises, informs and guides prospective students and prospective stakeholders in person and through email and telephone acting as the primary contact for prospective students from first point of contact through registration.

**Strategic Events 20%**
- Organizes and manages regular and special programs and school wide events including liaising and organizing involvement of external stakeholders (conference and events).
- Develops and manages delivery of student engagement support programs for First and Second year undergraduate students. Responsible for $15,000 budget related to this program.
- Coordinates and chairs an engagement committee and supervises events and activities.
- Makes recommendations for future activities based on evaluations, trends and student needs.
- Provides measurable goals to ensure events meet program goals.

### 4. Classification Factors:

**Problem-Solving:**
This position is frequently required to find solutions to administrative obstacles/hurdles, as well as using a combination of judgment and experience to coordinate information in a variety of formats and from various sources. Examples may include tracking down missing documentation, determining that a student has sufficient background in a subject area, or assisting students who are overseas with registering and program advice. Reflective of requiring analysis of varying problems and judgment in the identification of solutions which are not always easily found. Solutions are generally guided by policies, procedures and precedents. Investigation is sometimes required to modify methods and procedures.

**Responsibility for Financial & Material resources:**
Responsible for maintaining a budget of up to $15,000 per annum for recruitment related activities. Responsible for strategic event budgets up to $15,000.
Responsibility for Human Resources:
Provides informal guidance and coordinates admissions activities with CUPE support staff as required.

Impact of Decisions and Actions:
When dealing with student admission/advising/representation to external stakeholders (domestic and international), the impact of decisions and actions can extend to other departments and can significantly affect students and stakeholders and reputation of program. Errors are normally detected before they become serious. If errors are undetected they can significantly impact students and external stakeholders and may lead to a moderate negative impact to the whole department.

Types of decisions include admission, advising (interpretation of regulations), and advocacy (dealing with complex individual situations). The ARO will continually assess methods and make key recommendations for process improvements that impact department and program and help to advance the school’s mission including the international outlook.

The ARO is responsible for leading admissions efforts and ensuring processes are appropriately aligned within the university framework. Objectives are set on the basis of direction received from the Manager, Admissions, Advising and Operations and an assessment of the needs of service users. Work is reviewed for effectiveness upon completion of projects or major phases of projects. The ARO must adhere to ethical and confidentiality guidelines as indicated by Freedom of Information & Protection of Privacy (FOIPP) act, and follow ethical and confidentiality guidelines of the institution.

Independence:
The ARO receives minimal supervision and is expected to function with a minimum of direction from the director. This position requires a high level of independent decision making regarding admissions and student advising, with consideration to guidelines established in the university calendar as well as those internal to the School. The position has the authority to determine admissibility to the undergraduate program in the School of Business, subject to the Director of Administration. This position is responsible for coordinating new tasks and initiatives, and organizing all aspects of strategic events including liaising with other units and engaging external stakeholders. This position requires a great deal of personal initiative to improve existing processes and determine the general prioritization of workload due to seasonal peaks. The ARO must be self-motivated and willing to investigate and learn about market conditions independently.

5. Summary of qualifications:
This position requires a Bachelor’s degree plus 2 years of experience:
- In a post-secondary professional program.
- With Admissions, Advising & Recruitment
- With demonstrated competence in office software packages (Word, Excel, Access, Outlook), website management (Contribute), Sharepoint and FAST, Banner and other university systems.
- In a cross-cultural work environment and sensitivity to other cultures.

An equivalent combination of education and experience may be considered.

Knowledge requirements include:
- Extensive knowledge of the University’s policies, the School of Business, the Bachelor of Commerce program and academic advising best practices.

In addition this position requires:
- Strong verbal and written communication and interpersonal skills.
- Strong detail oriented organization skills.
- Ability to prioritize and make appropriate decisions and to meet deadlines in a fast-paced environment.
- A proven ability to relate effectively with faculty, staff, students, and the general public, with tact, diplomacy and cultural awareness.
- Ability to work independently and as part of a team.

<table>
<thead>
<tr>
<th>Employee’s Signature:</th>
<th>Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Manager’s/Supervisor’s Signature</th>
<th>Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>