PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>992153</th>
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<tbody>
<tr>
<td>Position Title:</td>
<td>International Recruitment Admissions Liaison Officer</td>
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<td>Department:</td>
<td>Student Recruitment</td>
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<td>Reports to:</td>
<td>Associate Director, Student Recruitment</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct__0__ Indirect__0__</td>
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<tr>
<td>Classification Level</td>
<td>SG 9</td>
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<tr>
<td>Last Updated</td>
<td>February/2018</td>
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2. Position Summary

Student Affairs at the University of Victoria helps to transform students’ lives by supporting and inspiring the highest standards of student learning and success, community engagement and staff development. The Division is comprised of 27 reporting units in five departments: Athletics and Recreation, Campus Services, Office of the Registrar, Student Recruitment and Global Engagement, and Student Services. The comprehensive and integrated range of services we provide make Student Affairs one of the most dynamic and diverse divisions on campus. Together, we support UVic’s vision “to be a university of choice for outstanding students, faculty, and staff from BC, Canada, and around the world.”

As part of the Division of Student Affairs, Student Recruitment and Global Engagement (SRGE) develops, implements, and monitors strategies to communicate and promote the University of Victoria as an education destination of choice for high achieving students. SRGE also provides transition programming and fosters critical linkages with international institutions to advance the objectives of a globally engaged university. These responsibilities and programs are carried out in the context of the wider university and involve close collaboration with Deans for undergraduate and graduate studies, the Division of Student Affairs, and others.

Reporting to the Associate Director, Student Recruitment the International Recruitment Admissions Liaison Officer (IRALO) will be primarily responsible for recruitment and admissions activities related to undergraduate student recruitment in international target markets. This position will perform recruitment related activities and/or assess admissibility and academic standing of applicants in Mexico and other Latin American countries.

Travel to Mexico and other Latin American countries for several weeks at a time throughout the year, and working long days and weekends are requirements of this position. An ability to carry and transport event equipment and materials is required.

3. Key Responsibilities and Expectations

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<th>Key Responsibilities. % of time</th>
<th>Expectations:</th>
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<tr>
<td>University Outreach – 30%</td>
<td>• Travel to international and domestic target markets to represent UVic at recruitment fairs and activities at high schools, schools, communities and post-secondary institutions to liaise with prospective students, parents, school counselors, staff and other stakeholders.</td>
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• Act on behalf of the university with government officials, high school principals, prospective students and parents to provide information, advice and guidance on University programming.
• Effectively deliver both in person and web-based recruitment presentations to a variety of audiences, primarily at the secondary and post-secondary levels.
• Assist students in determining their educational courses, options and goals.
• Plan, develop and participate in outreach programs, which may include special market segments, in specifically assigned territories.
• Generate student prospects and develop these relationships from point of interest to registration.
• Liaise and coordinate with many university academic units, services and university representatives regarding activities in target markets.

On campus Recruitment Activities – 25%

• Advise, inform and guide prospective students and prospective student stakeholders in person and through email, telephone, social media and other technologies, acting as the primary contact for prospective students from first point of interest through to course registration and moving to campus.
• Coordinate the development and delivery of on-campus recruitment activities such as campus tours, open houses and community based information events.
• Liaise with international high school principals and counselors to encourage their participation in on campus visits.
• Act as a host for visiting schools and delegations.

Research – 25%

• Research target markets to identify key schools/regions for UVic marketing.
• Liaise with the Enrolment Analyst to ensure outreach activities are tied to enrolment goals that can be measured.
• Work with the Associate Director Student Recruitment to ensure events are assessed and reviewed to ensure they meet the needs of the institution and prospective students.
• Work with the Associate Director Student Recruitment to put forward recommendations to the campus community regarding university requirements, processes and policies to support student success the recruitment goals of the university.

Strategic Marketing – 10%

• Participate in the development and delivery of strategic and effective communications including electronic and print-based information, publications, and promotional materials.

Other Duties – 10%

• Other duties as assigned

4. Classification Factors:

Problem-Solving:

Varied problems where solutions are not always easily found, but are generally guided by policies and procedures (examples of authenticating applicant documents, transfer credit). Some development work may be involved. Strategy for international recruitment is collaborative and requires investigation and judgment (market intelligence and knowledge is critical). The IRALO is responsible for recommending, implementing and managing territory initiatives, interactions and events (such as communications campaigns, admission requirement changes, recruitment and registration events etc.).

Responsibility for Financial & Material resources:
Prepare annual travel itinerary and budget within $65,000 budget envelope specified by Associate Director. Have fiscal responsibility for travel costs ranging up to $15,000 per trip. Purchase authority is limited to amounts similar to p-card levels of $2,500. Responsible for promotional and display materials during recruitment travel typically valued at $2,500.

**Responsibility for Human Resources:**

Supervision of the Admissions Liaison Officer will be provided by the Associate Director, Student Recruitment; however, the IRALO will be required to work independently on many projects. The IRALO must be self-motivated and willing to investigate and learn about market conditions independently. The ALO may provide informal direction and coordination of volunteers and student staff, as required.

**Impact of Decisions and Actions:**

Individual actions and decisions regarding admissions and interactions with potential students may have a moderate impact on specific programs and services in admissions. Collaborative decision making regarding marketing strategy has a moderate impact on objectives and/or results of specific programs and services beyond the admin unit.

The IRALO must adhere to ethical and confidentiality guidelines as indicated by Freedom of Information & Protection of Privacy (FOIP) act, and follow ethical and confidentiality guidelines of the institution.

**Independence:**

The IRALO will report to the Associate Director, Student Recruitment but will have considerable latitude in selecting work methods. Works within, but may also adapt, to established practices, procedures and policies. Objectives set by incumbent on basis of direction received from Associate Director (i.e. international recruitment plan). The ALO is responsible for recommending, implementing and managing territory initiatives, interactions and events (such as communications campaigns, admission requirement changes, recruitment and registration events etc.).

**5. Summary of qualifications:**

Bachelor’s degree and three to five years’ experience in a post-secondary setting performing recruitment related activities and/or assessing admissibility and academic standing of applicants in Mexico and other Latin American countries.

Requirements include:

- Excellent oral and written Spanish language skills;
- Knowledge of Mexico and Latin American culture;
- A service oriented outlook and approach to the work;
- Excellent interpersonal, verbal and written communication skills;
- Excellent public speaking skills and the ability to make effective recruitment presentations to large groups of people;
- Understanding of secondary and post-secondary education systems in Canada and in Mexico and Latin America;
- Working knowledge of office software, technology based communications and student records databases;
- A driver’s license;
- Eligibility to hold a valid passport and gain entry to foreign countries.
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<th>Employee’s Signature:</th>
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<td>Manager’s/Supervisor’s Signature</td>
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