1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>991798, 991890, 993168, 993702, 995556, 995765, 999098, 999099, 999101</th>
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<tbody>
<tr>
<td>Position Title</td>
<td>Student Recruitment Officer</td>
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<tr>
<td>Department</td>
<td>Student Recruitment and Global Engagement</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 10</td>
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<tr>
<td>Last Updated</td>
<td>July/2019</td>
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2. Position Summary

Reporting to the Associate Director, Student Recruitment, the Student Recruitment Officer is responsible for recruitment and admissions activities related to undergraduate, graduate, domestic, and international student recruitment target markets. Officers’ conduct outreach, on-campus activities, market research, strategic marketing and support initiatives across the department, division and campus, as required.

3. Key Responsibilities and Expectations

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<th>Key Responsibilities</th>
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<td>% of time</td>
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University Outreach – 30%
- Travel to targeted territories to visit high schools, communities and post-secondary institutions to liaise with prospective students, parents, school counselors, staff and other stakeholders.
- Act on behalf of the university with government officials, representatives from other post-secondary institutions, high school principals, prospective students and parents to provide information, advice and guidance on University programming.
- Develop and 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 university academic units, services areas 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 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 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 required.

### 4. Classification Factors:

#### Problem-Solving:
Analysis, judgement and investigation is required to develop targeted recruitment and marketing plans using market research and knowledge of the target market and cross-university admission requirements, programs and services. The Student Recruitment Officer provides support, advice and information to prospective students, parents, outreach partners, counsellors, etc. on university programs, services and admission requirements, and works to resolve varied recruitment, admissions, transfer credit, and other matters for students where solutions may not be easily found.

#### Responsibility for Financial & Material resources:
Shared responsibility for developing budget proposals for recruitment initiatives and travel and for monitoring usage of approved budget ($30,000 – $40,000). Responsible for the use and care of technical equipment and recruitment/promotional materials ($5,000 - $6,000).

#### Responsibility for Human Resources:
May provide informal direction and coordination of volunteers and student staff, as required.

#### Impact of Decisions and Actions:
Individually responsible for implementing approved recruitment plans and meeting assigned recruitment targets, which has a major impact on the achievement of institutional recruitment targets.

#### Independence:
Develop recruitment and related activity plans/proposals based on goals and objectives which are set by the Director and in consideration of an assessment of need. Work is reviewed for
effectiveness upon completion. Informed guidance is available from the Associate Director Student Recruitment.

### 5. Summary of Qualifications:

This position requires a Bachelor’s degree and three years’ experience in a post-secondary setting performing student recruitment related activities and/or assessing admissibility and academic standing of applicants.

Competency requirements include:
- A service oriented outlook and approach to 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 target markets;
- Working knowledge of office software, technology based communications and student records databases.

Other requirements include:
- Flexibility to work long days and weekends and travel for several weeks at a time throughout the year;
- A driver’s license;
- Eligibility to hold a valid passport and gain entry to foreign countries;
- An ability to carry and transport event equipment and materials.

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<th>Employee’s Signature:</th>
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<tbody>
<tr>
<td>Manager’s/Supervisor’s Signature</td>
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