



## ALGOMA UNIVERSITY JOB POSTING

**JOB TITLE:** **Anishinaabe (FNMI) Enrolment Specialist**  
Staff Bargaining Unit

**DEPARTMENT:** Enrolment Management

**POSITION STATUS:** Full-time (35 hours/week),  
OSSTF

**SUPERVISION RECEIVED:** Manager of Domestic Recruitment

**SUPERVISION EXERCISED:** Student assistants

### **PRIMARY FUNCTIONS:**

A. Strategic Enrolment Management,	40%
B. Recruitment/Applicant Conversion	40%
C. Admissions	20%
<b>Total</b>	<b>100%</b>

### **RESPONSIBILITIES**

#### A. Strategic Enrolment Management

- In collaboration with the Manager of Domestic Recruitment, implement and review the recruitment strategy for the specialized area of Anishinaabe Outreach and Recruitment in alignment with the university SEM plan
- Develop the schedule of outreach activities for Anishinaabe applicants in collaboration with related academic departments and, if appropriate SKG
- In collaboration with the Manager of Domestic Recruitment & Director of Enrolment Management, develop and execute recruitment strategy for Anishinaabe students
- Collaborate with a team of key campus partners (including SKG) for the implementation of the Anishinaabe recruitment strategy
- Identify and recommend new markets for recruitment activity
- Analyze data of registered students from prospect to application to registration to determine annual outreach planning
- Coordinate department specific recruitment events for Anishinaabe students
- Develop and coordinate the annual schedule of outreach activities in collaboration with related departments
- Coordinate promotional planning with Marketing and Communications



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- Advise and collaborate on the design and development of text/copy materials for promotional purposes
- Develop and maintain relations with a network of educators, guidance counselors, local and regional Anishinaabe organizations and agencies (SKG, Métis Nation of Ontario, Ontario Native Education Counsellors Association & NNEC) to increase their effectiveness in contributing to Anishinaabe enrolment targets
- Engage with Anishinaabe Education Counsellors and Education Authorities and Tribal Councils (Ontario Native Education Counsellors Association, NNEC, etc) on recruitment initiatives in Anishinaabe communities to create awareness and promote Algoma University
- Represent the university on various committees and organizations for the purpose of attendance and providing information specific to advancing the strategic enrolment priorities

### B. Recruitment/Applicant Conversion

- Recruit prospective students into degree programs at Algoma University, acting as the lead recruiter for Anishinaabe (FNMI) Students
- Research, identify and develop opportunities for increasing enrolment in the specialized area
- Strategically lead effective liaison with prospective students for the purpose of recruitment, increasing awareness of Algoma University and its attributes
- Develop the schedule of outreach activities for Anishinaabe students in collaboration with related departments
- Responsible for communicating with prospective students, applicants, counsellors and parents regarding the application process including important deadlines, required documentation and academic requirements for admission for all applicant types including secondary school, college, university transfer, mature applicants, and those residing outside of Canada.
- Establish and maintain relationships to promote awareness of Algoma University
- Coordinate the university participation in the Anishinaabe Post-secondary Information Program and coordinate visits including education fairs, school visits, and counselling sessions.
- Maintain detailed records of visits, presentations, and prospective students
- Present special-topic information to secondary schools, colleges and universities
- Create promotional presentations and special topic-information sessions
- Complete all inquiry follow-up activities in a timely manner across various mediums including phone, email, text and social media platforms
- Responsible for communicating with prospective students, applicants, counsellors and parents regarding the application process including important deadlines,



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required documentation and academic requirements for admission for all applicant types including secondary school, college, university transfer, mature applicants and a familiarity with the Post-Secondary Student Support Program (PSSSP)

- Communicate admissions decisions with applicants
- Coordinate timely follow-up plan with applicants regarding their applicant status and/or actions required
- Develop and execute applicant conversion plan for Anishinaabe students
- Assist in the execution of Enrolment Management Team's conversion plans.
- Communicate effectively with prospective students and applicants from the first point of contact through to registration.
- Develop and implement annual recruitment work plan in consultation with the Manager of Domestic Recruitment and Director of Enrolment Management
- Participate in elementary outreach activities to Anishinaabe students
- Ensure inclusion of and sensitivity to Anishinaabe culture in all recruitment/outreach activities

### C. Admissions

- Evaluation and assessment of applications of any type including but not limited to secondary school, college, university transfer, mature applicants.
- Be cross-trained and stay current with admission procedures and policies
- Provide admission-related advising as required
- Evaluate and assess applicants for scholarship eligibility
- Assist with registration of newly admitted students, as required
- All other duties as assigned

### WORKING CONDITIONS:

The nature of this position includes frequent disruptions, daily front-line assistance, considerable computer work especially data entry and analysis, and 'open-door' workspace. The ability to move boxes/inventory and physically set up events is required. There is frequent need for irregular hours including weekends, evenings and holidays. There is a significant need for off-campus travel.

- **Physical Effort**
  - Regular need to move boxes/inventory, and physically setup for displays and events
  - Frequent periods of sitting in one place and standing
- **Physical Environment**



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- Some exposure to unpleasant/disagreeable conditions related to travel and interaction with members of the public
- **Sensory Attention**
  - Frequent disruptions and daily front-line assistance with an “open-door” workspace
  - Frequent need to back-track to resume activities
  - High need for precise work
- **Mental Stress**
  - Frequent travel including local, provincial, national and international
  - Regular disruption of personal life because of work schedules and the need to travel
  - Frequent exposure to mental pressures related to strategic enrolment management (meeting targets and deadlines, dealing with key stakeholders that may be uncooperative or demanding)

### MINIMUM QUALIFICATIONS

- Demonstrated knowledge and understanding of Anishinaabe culture, traditions, and community relationship building practices and protocols, and connection to Anishinaabe community is required
- Undergraduate degree required, Algoma University degree preferred
- Two or more years experience working in a post-secondary recruitment/admissions department
- Knowledge of the conversion cycle and recruitment practices
- Ability to speak multiple languages an asset
- Knowledge of post-secondary programs, protocols and process related to applications to undergraduate programs in Ontario in general, and preferably to Algoma University
- Cross-cultural competency with an ability to interact and work effectively with people from different cultures and backgrounds with the capacity to consider issues from the perspective of others
- Excellent communication skills to engage individuals and teams inside and outside the University
- Proficiency in the development and delivery of captivating presentations and sales pitches
- Ability to lead and motivate strategic enrolment area planning, events and day-to-day activities



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- Experience working as part of a team in an environment that requires strong time management, organization, and coordination skills and the ability to adapt to a changing environment
- Detail-oriented with an ability to function and process information with high levels of accuracy while employing best practices in confidentiality standards
- Self-directed, and comfortable exercising discretion and independent judgment in a fast-paced environment
- Demonstrated experience with client management and student records systems
- Proficiency with computers; expertise in Microsoft Office, G-Suite
- Ability to coordinate on-and off-campus recruitment events
- Willingness and ability to travel frequently; must have a valid passport in respect of all visa requirements
- Excellent driving skills with an ability to travel extensively throughout Ontario, Canada and internationally

**Please submit a resume and cover letter (combined PDF) to [people.culture@algomau.ca](mailto:people.culture@algomau.ca) no later than 4:00 p.m. on Thursday, July 7, 2022.**

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Algoma University is strongly committed to fostering diversity and inclusivity within our community and is an equal opportunity employer. The university invites and encourages applications from all qualified individuals who would contribute to the further diversification of our Institution, including equity deserving groups that are traditionally underrepresented in employment (Indigenous peoples, racialized persons, women, persons with disabilities, and 2SLGBTQQIPA+ persons).

In accordance with the Accessibility for Ontarians with Disabilities Act, 2005, upon request, accommodation will be provided by Algoma University throughout the recruitment, selection, and/or assessment process to applicants with disabilities.