JOB TITLE:                        Enrolment Specialist

DEPARTMENT:                     Enrolment Management

POSITION STATUS:               Full-time, Temporary two-year contract (35 hours/week)
                               OSSTF Support Staff Union

SUPERVISION RECEIVED:          Manager of Student Recruitment

SUPERVISION EXERCISED:         Student Assistants

LOCATION:                      Sault Ste. Marie

JOB SUMMARY:

A. Strategic Enrolment Management 40%
B. Recruitment/Applicant Conversion 40%
C. Admissions 20%

The Enrolment Specialist is responsible for the development, implementation, and evaluation of a Strategic Enrolment Management Plan specific to one or more areas identified in the institutional SEM plan. This plan will include recruitment and conversion objectives, strategies and targets. The Enrolment Specialist will collaborate with a group of key campus partners and will work as a team member with all other members of the Enrolment Management Department for key areas associated with enrollment management (i.e. recruitment, admissions, and marketing). The Enrolment Specialist will be responsible for the recruitment and conversion of applicants to Algoma University in their assigned specialized area, as well as generally, with a focus on increasing the diversity of applicants and students. High levels of independence, leadership, coordination and teamwork are inherent in this role.

RESPONSIBILITIES:

A. Strategic Enrolment Management
• In collaboration with the Manager, implement and review strategic plan for the specialized area in alignment with the university SEM plan
• Develop the schedule of outreach activities for the applicants in the specialized area in collaboration with related departments
• In collaboration with the Director, develop and execute recruitment plan for strategic demographic
• Collaborate with a team of key campus partners for the implementation of the specialized area strategic plan
• Identify and recommend domestic and international 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 the specialized area
• Develop and coordinate the annual schedule of outreach activities in collaboration with related departments for the specialized area
• Coordinate promotional planning with Marketing for the specialized area
• 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, overseas recruitment agents and overseas representatives to increase their effectiveness in contributing to enrolment targets
• 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
• Recruit prospective students into degree programs at Algoma University, acting as the lead recruiter for a specialized area
• 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 the specialized area 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 both domestic and international
• Establish and maintain relationships to promote awareness of Algoma University
• Coordinate a program of visits including education fairs, school visits, and counselling sessions both domestic and international
• Maintain detailed records of visits, presentations, and prospective students
Present special-topic information to domestic and international secondary schools, colleges and universities

Create promotional presentations and special topic-information sessions to advance the strategic enrolment within the specialized area

Complete all inquiry follow-up activities in a timely manner across various mediums including phone, email and social media platforms

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 both domestic and international

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 the specialized area for strategic enrolment

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.

C. Admissions

Evaluation and assessment of applications of any type including but not limited to secondary school, college, university transfer, mature applicants both domestic and international

Be cross-trained and stay current with admission procedures and policies for all applicant types including domestic and international curriculum.

In coordination with the Assistant Registrar Admissions, assist in the processing for all applicant types including secondary school, college transfer, university transfer, mature applicants both domestic and international

Provide admission-related advising as required

Evaluate and assess applicants for scholarship eligibility

Participate in university events as required

Assist with registration of newly admitted students, as required

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
○ 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:

● 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
● 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 no later than 4:00 p.m. on Monday, August 15, 2022.

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.

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Please note that the successful candidate will be required to provide a Police Vulnerable Sector Check as a condition of employment.