



Algoma University is committed to undoing systemic and institutional discrimination and being publicly transparent and accountable. Diversity, equity, and inclusion are fundamental to our Special Mission. In keeping with the Seven Grandfather teachings that are the core values that inform our decisions as an institution, we are committed to creating a welcoming, inclusive, respectful, and safe environment where everyone belongs. We live these values through the strength and richness that diversity brings to our workforce and welcome contributors from equity-deserving groups including: Indigenous Peoples, Black and racialized persons, women, Persons with Disabilities, 2 Spirit, Lesbian, Gay, Bisexual, Transgender, and Queer persons.

Job Title:	Anishinaabe/First Nations, Métis, Inuit (FNMI) Enrolment Specialist Staff Bargaining Unit
Position Status:	Full-time (35 hours/week) OSSTF
Department:	Recruitment & Strategic Enrolment
Supervision Received:	Manager, National Recruitment
Supervision Exercised:	Student Assistants
Location:	Sault Ste Marie, ON
# of Positions:	1

PRIMARY FUNCTIONS:

A.	Strategic Enrolment Management	40%
B.	Recruitment / Applicant Conversion	40%
C.	Admissions	20%
TOTAL		100%

The Anishinaabe/FNMI Enrolment Specialist is responsible for the development, implementation, and evaluation of a Strategic Enrolment Management (SEM) Plan specific to one or more areas identified in the institution SEM Plan. This includes recruitment and conversation objectives, strategies, and targets. The Anishinaabe/FNMI Enrolment Specialist will collaborate with a group of key campus partners and will work as a team member with all other members of the Recruitment & Strategic Enrolment department on key areas associated with enrolment management (e.g. recruitment, admissions, and marketing). The incumbent 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, coordination, and teamwork are inherent to this role.

RESPONSIBILITIES:

A. Strategic Enrolment Management (40%)

- In collaboration with the Manager, National 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 Shingwauk Kinooamaage Gamig (SKG).
- Develop and execute recruitment strategy for Anishinaabe students, in collaboration with Manager and Director.
- 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, in order 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 the Department of Marketing & Communications.
- 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 & Northern Nishnawbe Education Council [NNEC]) to increase their effectiveness in contributing to Anishinaabe enrolment targets.
- Engage with Anishinaabe Education Counselors 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 (40%)

- 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.
- Liaise 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, counselors, 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's participation in the Anishinaabe Post-secondary Information Program and coordinate visits including education fairs, school visits, and counseling 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.
- Communicate admissions decisions with applicants.
- Coordinate timely follow-up plans with applicants regarding their applicant status and/or actions required.
- Develop and execute applicant conversion plan for Anishinaabe students.
- Assist in the execution of conversion plans.
- Communicate effectively with prospective students and applicants from the first point of contact through to registration.
- Participate in elementary outreach activities for Anishinaabe students.
- Ensure inclusion of, and sensitivity to, Anishinaabe culture in all recruitment/outreach activities.

C. Admissions (20%)

- Evaluation and assessment of applications of any type including, but not limited, to secondary school, college, university transfer, and mature applicants.
- Cross-train and stay current with admission procedures and policies.
- Provide admission-related advising as required.



- Evaluate and assess applicants for scholarship eligibility.
- Assist with the registration of newly admitted students, as required.
- Other duties, as assigned.

WORKING CONDITIONS:

Physical Effort

Moderate

- Regular need to move boxes/inventory, and physically set up for displays and events
- Frequent periods of sitting in one place and standing

Physical Environment

Moderate

- Some exposure to unpleasant/disagreeable conditions related to travel and interaction with members of the public

Sensory Attention

Moderate

- 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

Considerable

- 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 in any field, and a minimum of two (2) years experience working in a post-secondary recruitment/admissions environment, or an equivalent combination of education and experience, is required.
- Demonstrated knowledge and understanding of Anishinaabe culture, traditions, and community relationship-building practices and protocols, and connection to the Anishinaabe community, is required.
- Knowledge of the conversion cycle and recruitment practices.
- Ability to speak multiple languages is considered an asset.
- Knowledge of post-secondary programs, protocols, and processes related to applications to undergraduate programs in Ontario.
- Cross-cultural competency with an ability to interact and work effectively with people of diverse cultures and backgrounds, and 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.
- Excellent use of technology for collaboration.
- Willingness and ability to travel frequently; must have a valid passport in respect of all Visa requirements.
- Vulnerable Police sector check is required.

Salary Scale: \$58,996 to \$73,745 annually



**Please submit a resume and cover letter (combined PDF) to
talent.acquisition@algonau.ca no later than 4:00 p.m. on May 15, 2024.**

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.