



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: National Student Recruitment Specialist
Staff Bargaining Unit

Position Status: Permanent, Full-Time (35hrs/week)
Monday to Friday, 8:30am to 4:30pm
OSSTF

Department: Student Recruitment

Supervision Received: Director, Student Recruitment

Supervision Exercised: Student Assistants

Location: Sault Ste. Marie, ON

Number of Positions: 1

PRIMARY FUNCTIONS:

A.	Strategic Enrolment Management	35%
B.	Outreach and Student Recruitment	35%
C.	Applicant Conversion	20%
D.	Other Duties	10%
TOTAL		100%

Algoma University has an existing vacancy in the position of National Student Recruitment Specialist. The National Student Recruitment Specialist contributes to the development, implementation and evaluation of the Strategic Enrolment Management (SEM) Plan specific to one or more areas identified in the institution's plan. This includes recruitment and conversion objectives, strategies, and targets. The National Student Recruitment Specialist



will collaborate with a group of key campus partners and will work as a team member with all other members of the team 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 required in this role.

RESPONSIBILITIES:

A. Strategic Enrolment Management (35%)

- Implement and review strategic plans for the specialized area in alignment with the institution's SEM plan.
- Develop and execute a recruitment plan for specific strategic demographics.
- In collaboration with the Management team, plan the schedule of outreach activities for applicants in the specialized areas.
- Collaborate with a team of key campus partners for the implementation of the specialized area strategic plan.
- Suggest domestic markets for recruitment activity.
- Assist in the analysis of data of registered students from prospect to application and registration, to determine annual outreach planning.
- Coordinate department-specific recruitment events for the specialized area.
- Coordinate promotional planning with the Marketing & Communications department 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 counsellors, and overseas recruitment agents and representatives to increase the effectiveness in contributing to enrolment targets.
- Represent the university on various committees and organizations for attendance, and provide information specific to advancing strategic enrollment priorities.

B. Outreach & Student Recruitment (35%)

- Travel across Ontario and Canada to recruit prospective students into degree programs at the university, acting as the lead recruiter for a specialized area/applicant group.
- Research, identify, and suggest opportunities for increasing enrolment in the specialized area.



- Liaise with prospective students for recruitment, increasing awareness of the university.
- Develop the schedule of outreach activities for the specialized area in collaboration with related departments.
- Communicate 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, and mature applicants nationally
- Establish and maintain relationships to promote awareness of Algoma University.
- Coordinate a program of visits including education fairs, school visits, and counselling sessions
- Present special-topic information to secondary schools, colleges, and universities.
- Create promotional presentations and special topic-information sessions to advance strategic enrolment within the specialized area.
- Maintain detailed records of visits, presentations, and prospective students.
- Collect recruitment-related data, with particular attention to prospective student leads, associated school counselors/contacts, and data associated with recruitment events, school visits, and activities.
- Provide suggestions for the development and maintenance of the recruitment CRM.
- Ensure the integrity of data collection and completion of event participation details for visits and events across all recruitment markets and collaborate as needed with faculties to capture details of recruitment visits and events.
- Represent Algoma University at all Ontario Universities collective events and community outreach activities, including the Ontario Universities Regional Fairs and Ontario University Fair (OUF).
- Assist with the Campus Engagement Strategy, including the planning and coordination of open houses, campus tours, and other public events
- Lead and oversee the student ambassador program and volunteer coordination for campus/recruitment events.

C. Applicant Conversion (20%)

- 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, and mature applicants
- Communicate admissions decisions with applicants.



- Coordinate timely follow-up plans with applicants regarding their application status and/or actions required.
- Execute applicant conversion plan for the specialized area for strategic enrolment and present suggestions to improve plans as required.
- Assist in the execution of the Recruitment and Strategic Enrolment Team's conversion plans.
- Communicate effectively with prospective students and applicants from the first point of contact through to registration.
- Support domestic admissions as needed and provide applicant insight and transition resources
- Support student transition and matriculation in collaboration with Student Success, Student Life, and Registrar's Office teams.
- Provide admission-related advising support as required.

D. Other Duties (10%)

- Other duties as assigned

WORKING CONDITIONS:

Physical Effort

Moderate

Regularly 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, and



national. 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 of experience working in a post-secondary recruitment/admissions environment, or an equivalent combination of education and experience, is required.
- Knowledge of the conversion cycle and recruitment practices is required.
- Ability to speak multiple languages is an asset.
- Knowledge of post-secondary programs, protocols, and processes related to applications to undergraduate programs in Ontario is required.
- Demonstrated experience with Student Information Systems such as Oasis or Colleague is required.
- Experience with campaign management platforms such as Mongoose/Mailchimp is required.
- 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.



- Vulnerable Police sector check is required.
- A valid Driver's Abstract and a valid G driver's license are required.

Salary Scale: \$63,377 to \$79,222 annually

To apply for this position please submit a resume and cover letter [HERE](#) no later than 4:00 p.m. on September 4, 2026.

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. Algoma University welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.