Job Description

**Job Title:** Student Relations Officer

**Department:** Dean's Office – Faculty of Applied Health Studies

**Reports To:** Associate Dean, Undergraduate Studies

**Jobs Reporting:** none

**Salary Grade:** USG 7

**Effective Date:** October 2017

**Primary Purpose**

The Student Relations Officer is accountable to the Associate Dean of Undergraduate Studies in the Faculty of Applied Health Sciences for improving the level, intensity and engagement of undergraduate students in campus life. The incumbent will mentor student leaders and encourage and facilitate the participation of all undergraduate Applied Health Sciences students in extra-curricular activities that promote intellectual, personal and professional development. The incumbent will develop strategies to increase student engagement and overall profile of the Faculty.

**Key Accountabilities**

**Oversee new-student transition and integration to university and faculty. Such support may include, but is not limited to:**

- Work closely with the Student Success Office to develop and oversee programs and projects to assist first-year Applied Health Sciences students in their transition to student life.
- Work with the Student Success Office and the Recruitment Coordinator to develop AHS 101 event.
- Partner with the Student Success Office to design, distribute and collect responses for the Applied Health Sciences first-year student satisfaction survey, AHS 101 survey, and Orientation survey. Report findings to department Chairs and utilize findings to drive change and development of future student services and events.

**Student orientation, including but not limited to:**

- Serve as the Faculty’s orientation advisor and represent Applied Health Sciences on the University’s Orientation Advisory Committee.
- Hire, supervise and coach senior student leaders and assist with the selection of over 100 student volunteers, providing direction in the areas of training, evaluation, program management and recognition. Ensure ongoing leadership and personal development for student leaders.
- Collaborate with campus partners to develop and implement orientation programming, including, but not limited to, other Faculties, Federation of Students, the Student Success Office, Graduate Studies, and academic units.
- Evaluate the Applied Health Sciences orientation program annually, provide recommendations and strategic direction to the Faculty and campus partners.
- Act as part of the Orientation Advisory Committee to implement and develop changes based on direction given by the Orientation Steering Committee and the University’s strategic goals.
- Act as supervisor and emergency contact for students during Orientation events.

**Provide research and operational support to the Associate Dean of Undergraduate Studies to meet student success and engagement objectives. Such support may include, but is not limited to:**

- Conduct and report on research and implement initiatives based on best practices and new technologies.
- Liaise with the Student Success Office to develop programs to enhance the Applied Health Sciences student experience.
- Engage and recruit Applied Health Sciences faculty and staff to participate in faculty-specific and institution-wide student success initiatives.
Job Description

- Liaise with the Recruitment Co-ordinator and Marketing and Recruitment Specialist to ensure prospective students and their families are made aware of student success initiatives (via websites, Twitter, Facebook and other social media).
- Consult with colleagues across the Faculty to ensure student perspectives are brought to relevant discussions and are considered in decisions impacting the student experience.
- Maintain open communication with Advisors and Associate Chairs in the academic units to inform about resources available to students and identify student and departmental needs. Collaborate to find solutions and tactics to continuously improve offerings to AHS students.
- Develop and manage an annual budget for Faculty events, training sessions, volunteer management, and volunteer appreciation (funds provided by Faculty).

**Staff Liaison for Applied Health Sciences Undergraduate Members, weCONNECTu, the Applied Health Sciences Endowment Fund and other student groups. Such support may include, but is not limited to:**

- Oversee implementation of events; provide guidance, budgetary and operational advice; and offer overall support to the Applied Health Sciences Undergraduate Members (AHSUM) executive, weCONNECTu Mentorship committee, Applied Health Sciences Endowment Fund Board of Directors, and the Grad Formal Committee. Serve as liaison between student groups and the Dean of Applied Health Sciences.
- Act as staff liaison on behalf of AHSUM to the Federation of Students to promote positive working relations between both groups.
- Ensure that all operating accounts for student activities are soundly managed and work with the Faculty Financial Officer to ensure University policies and procedures are followed.
- Recruit and interview student volunteers to act as peer mentors to new students to the Faculty of Applied Health Sciences. Oversee the mentorship team in providing meaningful support services to first-year students.
- Assess and provide Faculty endorsement for student-held events.

**Develop and engage students in extra-curricular activities that promote intellectual, personal and professional development. Such support may include, but is not limited to:**

- Liaise with Co-operative Education and the Centre for Career Action in promoting high quality career advising to Applied Health Sciences students, as well as providing information on careers, professional and graduate schools, and navigating the co-operative education experience at Waterloo.
- Promote and facilitate student access to Faculty instructors, administrators and advisory staff (Faculty of Applied Health Sciences), campus resources (e.g., Registrar’s Office, AccessAbility, Counselling Services, weCONNECTu mentorship, Health Services, Centre for Career Action, Housing, Student Success Office, etc.) and student success initiatives.
- Liaise with the Manager, Web and Digital Communications to keep current student websites relevant and up to date. Responsible for updating WCMS websites and social media pages pertaining to student involvement.
- Liaise with the Student Success Office in providing high quality skill development workshops and resources for AHS students.
- Assist with the co-ordination, planning, and implementation of the First-Year Meeting, Speed Networking, Graduate Studies Information Night, Co-op 101 Information Session, AHS Fun Run, Grad Class Send-Off, and other student engagement events.
- Recruit and coordinate student volunteers for faculty events and committees.
# Job Description

## Required Qualifications

<table>
<thead>
<tr>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Bachelor’s degree required or equivalent education and experience</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Previous experience in a student engagement, communications or public relations role</td>
</tr>
<tr>
<td>• Experience hiring and supervising student employees and volunteers</td>
</tr>
<tr>
<td>• Basic to intermediate experience with development of content specific for website</td>
</tr>
<tr>
<td>• Experience in the planning and execution of events and interaction with the public.</td>
</tr>
<tr>
<td>• Experience working as part of a team in an environment that require strong time management skills and ability to adapt to a changing environment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Knowledge/Skills/Abilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ability to manage multiple social media accounts to generate engagement with students and campus community</td>
</tr>
<tr>
<td>• Ability to monitor student population to research and advise on demographics, patterns, trends, interests and other relevant measures to leverage for student engagement</td>
</tr>
<tr>
<td>• Excellent interpersonal skills required</td>
</tr>
<tr>
<td>• Proven ability to manage a large volume of work with competing priorities and deadlines</td>
</tr>
<tr>
<td>• Exceptional verbal and written communication skills</td>
</tr>
<tr>
<td>• Proficient in MS Word, Excel, and PowerPoint.</td>
</tr>
<tr>
<td>• Some travel is required</td>
</tr>
<tr>
<td>• Regular evening/weekend work required</td>
</tr>
</tbody>
</table>

## Nature and Scope

- **Contacts:** *Internally*, interacts with AHS staff and current students including the Dean of Applied Health Sciences and associated administration, Associate Dean of Faculty of Applied Health Sciences, Undergraduate Studies, Associate Chairs, Professors, Senior staff in the Dean’s office, including the Executive Officer and the Faculty Financial Officer, Counselling Services, Student Success Staff, Athletics Staff, AccessAbility Services, Residence Life Coordinators, Living Learning Coordinators, Co-operative Education and Centre for Career Action, Undergraduate Offices in other Faculties, The University’s Student Success Office. *Externally*, makes contact with services and suppliers to deal with, influence, and coordinate activities. Examples include: Photographers, Food Vendors, Local volunteer organizations.

- **Level of Responsibility:** Manage a faculty-wide function or process that is specialized but has no direct reports.

- **Decision-Making Authority:** Make decisions about how best to implement faculty plans within student volunteer framework. Make decisions as the orientation and student society advisor role related to how best implement faculty plans. Make decisions about which information needs to be communicated back to the Faculty. Make decisions related to the content to be included in communication strategies to current students while aligning the plan to the Faculty’s overall student success goals. Make decisions regarding resources and services that should be made available to new and current AHS students to promote student engagement and success.

- **Physical and Sensory Demands:** Minimal demands typical of an administrative position within an office environment.

- **Working Environment:** Minimal travel required for faculty events. Standard office hours including regular evening and weekend work associated with student events and meetings. Some exposure to disagreeable conditions due to conflict and student disputes.