

Job Description

Job Title:	Recruitment and Admissions Specialist
Department:	School of Accounting and Finance
Reports To:	Associate Director, Communications & External Relations
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	May 2022

Primary Purpose

The Recruitment and Admissions Specialist will lead the effort to recruit and retain the country's top accounting and finance prospects, in alignment with the School of Accounting and Finance (SAF)'s strategic goals and objectives, employing best practice recruitment and enrollment management strategies and working in close association with the University's Marketing and Undergraduate Recruitment (M&UR) office and the Registrar's Office.

The Specialist is accountable for the development and implementation of new program initiatives, best-in-class recruitment and retention strategies, and professional and effective public relations to serve students, parents, faculty, staff, alumni and the public for the University of Waterloo's premier accounting and finance professional school, servicing 5 direct-entry undergraduate programs.

The Specialist is an enrollment management specialist, with an expertise in recruiting and content marketing. The Specialist conducts research and analysis to inform the School's undergraduate recruitment plan, key messages, resource allocation, and School positioning; develops the School's overall undergraduate marketing and recruitment plan (including print, web, digital media, relationship building, and event strategies); and develops and writes strategic, student-centred undergraduate communications, such as print pieces and new media initiatives (e.g., digital publications). The Specialist plays a key role in engaging and educating faculty members, students, and alumni who play a key role in the overall recruitment process.

Key Accountabilities

Enrollment Management

- Act as the SAF expert in enrollment management, specifically in recruiting students, and be knowledgeable in applying marketing and communication principles to undergraduate recruitment.
- Stay up to date through reading, research, and conferences on enrollment management principles, marketing and communications, and the most effective methods to recruit students to SAF programs.
- Build relationships with SAF stakeholders (faculty, staff, current students, and alumni) and educate on SAF's key value propositions and on the importance of a student-centred approach to recruitment.
- Attend undergraduate department planning meetings to inform, guide, and make recommendations as they relate to academic programming.
- Participate in undergraduate recruitment events, such as but not limited to, the Ontario Universities' Fair and on-campus open houses to recruit and confirm students and to conduct qualitative research.

- Design, conduct and analyze research to inform the SAF's undergraduate enrollment management initiatives and to inform the development and evaluation of the SAF's undergraduate marketing and recruitment plan.
- Conduct quantitative and qualitative surveys, such as but not limited to, questionnaires, interviews, focus groups, secondary data analysis.
- Based on research make informed recommendations to guide the School in achieving its enrollment and retention goals.
- Present research to School stakeholders to gain buy-in for the SAF's recruitment approach.

Subject Matter Expertise

- Remain knowledgeable about:
 - the School's programs: AFM, MAcc, Math/CPA, Biotech/CPA, CFM, SFM
 - accreditation processes for accounting and finance professional in Ontario and Canada
 - the University's recruitment and admissions policies and specifically the recruitment funnel
 - relevant recruitment, promotions, marketing and communication strategies and mediums for target audiences
 - relevant accounting and finance focused co-op/internship and career pathways

Undergraduate Student Recruitment

- Develop the SAF's undergraduate marketing and recruitment plan in alignment with the School's enrollment management goals and determine success with key metrics.
- Determine initiatives that commit to a student-centred approach, focusing on high-touch customer service and conversations.
- Apply Waterloo brand framework to strategy development.
- Leverage technology to achieve plan's objectives, including new media strategies (e.g., social networking) to engage in conversations.
- Develop strategies in such a way that messaging is customized and targeted to the stages of the enrollment management funnel.
- Create strategies that enable students to visualize their experience at Waterloo, both on campus and virtually.
- Work collaboratively with the team members in central Marketing & Undergraduate Recruitment who will provide support, expertise and resources to inform the plan.

Communications

- Using evidence-based research develops an integrated undergraduate communications plan, including the development of print, web, and digital media strategies.
- Develop and implement a student-centred content strategy for the SAF that integrates the School's strategic marketing and recruitment plan with the University of Waterloo's undergraduate recruitment marketing plan.
- Develop and write all communications (i.e., print, web, new media) using the University's positioning framework and ensure that these initiatives reflect high-quality and innovation, and there is integration among all strategies.
- Develop an annual communications budget and monitor budget expenditures to ensure strategies are delivered on budget.

Budget

- Works with the Associate Director, Communications & External Relations and the Administrative Office in forecasting annual needs and updating budget expenses to ensure effective budget management
- Maintains files and provides detailed and accurate budgetary records for relationship-building and event-related activities based on the preliminary budgetary reports generated by the SAF Financial Officer

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- Generates regular recruitment-specific budgetary reports, annual cost comparisons, and specific breakdowns per event or initiative

Project Management

- Assumes project management and problem-solving responsibilities for all initiatives, including personnel, resources, time, and budget, ensuring proper monitoring and control of expenditures that result in the prudent use of institutional resources, value for money, and fiscal control so that the strategies for which they are responsible are delivered within budget.
- Determines and applies appropriate key metrics for measuring the success of Arts undergraduate recruitment initiatives.
- Creates and updates an annual tactics document that details the activities for which they are responsible, in conjunction with the Undergraduate Recruitment Coordinator, and co-ordinates those activities with other Arts marketing initiatives.
- Develops, writes, and follows Marketing Action Plans that accurately document all components of each marketing strategy for which they are responsible, and contributes appropriate updates to the overall M&UR tactics document.

Required Qualifications

Education

- BA or equivalent combination of training and experience

Experience

- 5 years of experience in a not-for-profit marketing and/or communications role, preferably in an educational setting.
- Knowledge of student recruitment marketing and enrolment management principles as defined by industry enrolment management experts, such as Noel Levitz, and experience in developing marketing and communication strategies for students based on a full understanding of the motivations of young people and their parents with respect to post-secondary studies.
- Experience in the development of strategic marketing plans and associated integrated communications plans.
- Experience with branding strategies and the best method of maximizing the tangible and intangible values of a brand.
- Experience with market analysis, including data acquisition and the selection of factors that identify target markets.
- Experience with the development of content (text and images) specifically for websites and social media applications.
- Experience with a content management system and best practices for web writing.
- Familiarity with new media, including video creation and social media.
- Solid understanding of and experience with quantitative and qualitative research coupled with proven ability to assess findings to make informed recommendations, particularly as applied to consumer analysis.
- Experience working with designers and photographers.
- Experience with the development and delivery of informational presentations.
- Essential: demonstrated superior attention to detail.
- Excellent written and oral communication skills, including a solid understanding of English grammar, a demonstrated successful track record in promotional writing focused at a student audience, and extensive experience writing content with the purpose of communicating a brand or message.
- Demonstrated aptitude for and success in solving problems.
- Demonstrated ability to coach others in preparing high-quality, innovative presentations.

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- Demonstrated success in applying political acumen and a collaborative, consensus-building approach based on sensitivity to the needs and interests of a variety of stakeholders.
- Highly adaptable, with strong organizational skills, a commitment to continuous improvement, and the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Essential: very high level of leadership talent, negotiation skills, and ability to influence and motivate others

Knowledge/Skills/Abilities

- MicroSoft Pkg: Word, Excel, PowerPoint – Advanced
- Adobe Creative Cloud: Illustrator, PhotoShop, InDesign, Premiere Pro – Intermediate
- Social Media platforms; web software (CMS, Drupal); creation of web images – Advanced
- Other: Quantitative and qualitative research analysis – Intermediate

Nature and Scope

- **Contacts:** Internally, communicates with a wide range of people at all levels, within and outside of the School. Influences and motivates others to execute, integrate, and monitor a variety of web and digital communication strategies that support the overall goals of the School. Externally, provides clear written information for a variety of student audiences and project management with third-party vendors.
- **Level of Responsibility:** Project manages a School-wide function or process for the successful creation and execution of effective marketing and recruitment strategies that are consistent with overall SAF enrolment management goals and are implemented within the context of UWaterloo marketing and communications activities, ensuring the high quality and accuracy of all initiatives, thus safeguarding the UWaterloo reputation and contributing to the achievement of institutional enrolment management, retention, and revenue goals.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of creating and operationalizing the SAF recruitment strategy, including its marketing and communications, market research and analysis, organization of resources, personal interactions and collaboration, workflow, consultation, budget, and influence on stakeholders.
- **Physical and Sensory Demands:** Minimal demands typical of a position within an office environment; periods of extensive sitting and concentrated use of visual senses.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project-management-level responsibilities, intermittent work outside of normal operating hours of the institution and occasional travel.