

Position Title: Assistant Registrar, Recruitment and Communication (SAF3A)

Position Summary:

Enrolment Services seeks a dynamic leader for the position of Assistant Registrar, Outreach, Recruitment, and Communication. This is a senior management position reporting to the University Registrar and Executive Director, Enrolment Services. The Assistant Registrar provides senior expertise for strategic planning and direction of outreach, recruitment, yield, and communication strategies revolving around undergraduate students admitted to the University.

The Assistant Registrar supports the strategic plans and mission statements of the University and ensures that the unit's direction, initiatives and campaigns are aligned with the University's Strategic Enrolment Plan.

Responsibilities:

- Provide senior professional expertise in the development and implementation of outreach, recruitment, yield, and communications strategies to target markets in Quebec, rest of Canada, the United States, and overseas; including implementation of policies, programs, and systems.
- Ensure success in achieving enrolment targets for Quebec, Canadian, and International pools; develop benchmarks and monitor the effectiveness of recruitment, yield, communications, and social media initiatives; initiate immediate campaigns as necessary. Work in tandem with Director of Admissions and the Executive Director of Enrolment Services to monitor progress and ensure enrolment goals are met.
- Oversee Welcome Centre and Campus Tours operations as well as on campus recruitment and yield events. Participate in job fairs, visits to high schools and CEGEPs, and other events.
- Oversee communications strategy for Enrolment Services. Ensure that communications and messaging are consistent, follow a coherent architecture, and that communications policies are documented, shared, and followed.
- Oversee the accuracy and effectiveness of communications on McGill Undergraduate Admissions and Prospective student websites, CRM, and social media applications targeting prospective and newly admitted students. Ensure a suitable balance of McGill Admissions presence on social media sites.
- Respond to and triage media inquiries, allocating to internal and external subject matter experts in Enrolment Services. Conduct critical analysis of media requests to ensure that appropriate messaging is provided.
- Establish ties and partnerships within the University: academic units, University Advancement, Communications and External Relations, International Students' Office, Scholarships and Student Aid; as well as with external stakeholders and community partners: CEGEP and High School counsellors and directors, national associations, community partners. Active participant in internal committees.

- Lead, manage, and support the professional development of the outreach, recruitment and communication teams. The team is comprised of 3 Senior Managers, 12 Recruiters/Outreach Coordinators, 2 clerical staff and during yield season, 20+ student ambassadors.
- Manage the outreach, recruitment, and communication budgets; ensure that spending aligns with budget allocations and with Enrolment Services and the University's strategic direction.

Minimum Education & Experience:

Undergraduate degree and five (5) years' related experience

Or

Master's degree and two (2) years' related experience

Other Qualifying Skills and Abilities:

The search committee is seeking an individual with both leadership and managerial experience in an educational setting or comparable industry. Demonstrated integrity, with an ability to strategize as well as lead a team of outreach associates and recruiters by employing exemplary coaching and mentoring capacities. Ability to design, develop, and implement strategies in outreach and recruitment to meet academic priorities. Innovative and creative in finding solutions and creating opportunities to develop emerging markets and promoting the University across Canada, North America, and overseas. Superior speaking and writing skills, presentation skills, and ability to effectively respond to media inquiries. A team-player with a keen interest in developing staff members to achieve their individual goals and overall organizational objectives. Budget and financial experience are required. Dynamic and self-motivated, with strong organizational abilities. Fluently bilingual in English and French. Valid driver's license and Canadian passport.

Reference Number: MR4831

Reporting to: Registrar and Executive Director (EP6090)

Salary Range: (Grade 07) \$66,300 (minimum) to \$115,100 (maximum)

Faculty/Unit: Enrolment Services, Student Life and Learning

Position Type: Full-Time

Hours per week: 33.75



How to Apply:

Please submit your application via email at hr.es@mcgill.ca and clearly indicate the position title and reference number. Current employees, please indicate your McGill ID number in your application.

The deadline to apply for this position is: April 29, 2019 at 5:00 p.m.

We thank all applicants for their interest in McGill University. However, only applicants selected for an interview will be contacted.

McGill applicants, covered by the McGill Non-Unionized, Non-Academic Personnel Policies and Procedures, must apply to a regular M and Excluded position within ten (10) working days of the date of publication to maintain internal priority.

McGill University hires on the basis of merit and is strongly committed to equity and diversity within its community. We welcome applications from racialized persons/visible minorities, women, Indigenous persons, persons with disabilities, ethnic minorities, and persons of minority sexual orientations and gender identities, as well as from all qualified candidates with the skills and knowledge to productively engage with diverse communities. McGill implements an employment equity program and encourages members of designated groups to self-identify. Persons with disabilities who anticipate needing accommodations for any part of the application process may contact, in confidence, Professor Angela Campbell, Associate Provost (Equity and Academic Policies) at angela.campbell@mcgill.ca or 514-398-1660.