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## JOB DESCRIPTION

**POSITION NUMBER:** 00026365

**BUSINESS TITLE:** Student Recruiter-Advisor

**EMPLOYMENT GROUP:** Management&Professional (AAPS)

**JOB FAMILY:** Student Management

**JOB CODE:** 186103 - Student Management, Level C

**VP/FACULTY:** UBCO-Provost&VPncplAcadm

**DEPARTMENT:** UBCO-StudentRecruitmentAdvsn

**PAY GRADE:** 9

**SALARY LEVEL:** C

## JOB SUMMARY

To evaluate and execute recruitment strategies and advising services for secondary and post-secondary school students, parents and counselors in Canada for the purpose of encouraging qualified prospective students to seek admission to UBC. Advises students with secondary and post-secondary credentials concerning University admission criteria and specific program requirements for admission to UBC undergraduate programs.

## ORGANIZATIONAL STATUS

Student Recruiter-Advisors report to the Associate Director, Student Recruitment & Advising. The position works closely in collaboration with: (a) Student Recruiter-Advisors and Associate Student Recruiter-Advisors on the UBC Vancouver and Okanagan campuses, (b) other staff in UBC Enrolment Services, and (c) other on-campus units (i.e. Faculties). to support the recruitment, advising, admission and transition to UBC.

## WORK PERFORMED

1. In consultation with the Director and Associate Director, develops and executes a recruitment strategy in support of the university's enrolment goals for our Vancouver and Okanagan campuses.

2. Reviews pre-enrolment data and recruitment activities from prior years and makes recommendations for future activities.

3. Reports on changes in the provincial and territorial education systems, reports on market trends, knowledge of competitor's activities and identifies other emerging education opportunities for UBC.

4. Carries out research on recruitment markets within Canada to support the university's enrolment goals. Evaluates the outcomes of various recruiting activities such as visits and events and communications materials and vehicles. Reports on trends and knowledge of activities by students and parents to identify and execute strategies for effective outreach and recruitment.

5. Responsible for the development, planning, and execution of on and off campus programs and events including UBC's liaison schedule of fall visits with partner institutions and open house events in the community. On-campus events include school group tours and Destination UBC activities. Includes budget management, event design, promotion, facility logistics, liaising with external partners, coordinating the involvement of staff / faculty, and training and supervising student assistants, and post-event evaluation.

6. Represent UBC accurately, dynamically, and strategically to prospective high school students, parents and counsellors in Canada. Communicates information to a broad audience regarding the mission and vision of UBC and its two campuses, admissibility to academic programs, financial support and scholarships, residence and other services which act as major factors in the choice of post-secondary institutions.

7. Plans, conducts and organizes visits to secondary schools and colleges in Canada to meet and advise prospective undergraduate students. Planning includes data analysis, contacting schools and coordination of logistics. Evaluation includes completing school visit and trip reports. Events include secondary school visits, participation in education fairs, recruitment events open to the public, and other events as required.

8. Prepares and delivers effective presentations to groups large and small, using multimedia materials and other collateral. Focuses on key messages for the audience and adapts to settings on and off campus. Plans and delivers effective group advising sessions for mixed audiences, including Canadian and International secondary and post-secondary students. Conducts appropriate follow up for visits and events with students, parents and counsellors in presentation settings, one-on-one interviews, telephone inquiries, and email correspondence.

9. Advises prospective students on all aspects of academic program options, application, admission, registration, housing, awards and financial assistance, extracurricular activities, and orientation to UBC. Advising through one-on-one appointments, telephone, email and web-based correspondence with students, their families and guidance counselors and college advisors.

10. Applies in-depth knowledge and understanding of complex admission requirements and admission policies in responding appropriately to inquiries. Provides students seeking admission to the University with appropriate advice on their admissibility to their choice of program and campus, based on the student's current level of schooling and course work. Seeks advice and consults with Undergraduate Admission as needed. Applies tact, cultural sensitivity and discretion when advising students who do not currently meet the University's admission criteria and offers advice on next steps for seeking future admission.

11. Responsible for the development and delivery of events such as Applicant Information Sessions or welcome events for admitted students. Coordinates activities with other Enrolment Services and Student Development partners, faculty and other campus units. Planning is focused on supporting students throughout

the admission, registration, and transition process. Includes budget management, program / service design and delivery, promotion, logistics, and post-program evaluation.

12. Participates in interactive on-line chat and other types of virtual meetings and social media environments to engage with prospective students, applicants and newly admitted students to encourage their interest in UBC.

13. Provides input and feedback in the development and delivery of promotional print and multimedia materials used for recruitment and advising purposes. Identifies key messages or approaches that would be most salient for targeted audiences.

14. Prepares written and multimedia materials for recruitment purposes. Includes researching, writing and editing copy for you.ubc.ca or other UBC web content, print and email communications to students and counselors, and other materials as needed.

15. Utilizes the Student Information System, Client Relationship Management system (currently ezRecruit), and other data management systems to obtain information on the status of a student's inquiry or application for advising purposes. Works proficiently with CRM to plan school visits, record data obtained from schools, run reports and communicate with prospects and applicants. Works closely with Associate Director and Undergraduate Admissions to mine data on the progress of specific applicant groups, and to monitor the yield rates by school and region in terms of applications, eligibilities and registrants.

16. May participate in the hiring, training and supervision of student staff and Associate Student Recruiter-Advisors.

17. Undertakes other student recruitment and development activities as required, in keeping with the terms of the position. Represents Student Recruitment and Advising on cross-unit committees or University committees.

## **CONSEQUENCE OF ERROR**

Student Recruitment & Advising (SRA) serves as the face and interface of the University in order to:

1. Help the University meet its enrolment targets.
2. Recruit outstanding students, who share the University's values, to UBC Vancouver and Okanagan from across the country.
3. Enhance UBC's reputation with students, parents, counsellors, and the general community.
4. This position is responsible for providing effective recruitment services and delivering accurate information about admission to the University's undergraduate programs with the aim of meeting the university's enrolment goals for our Vancouver and Okanagan campuses.

Poor performance in the role would reflect negatively on the unit as well as on the University as a whole. This may deter students from choosing UBC and damage its reputation. Advising students, counselors and others incorrectly could have serious and costly consequences for the prospective student. Inability to plan and carry out costly activities in a well-organized and professional manner could result in lost opportunities and cost overruns.

## **SUPERVISION RECEIVED**

Works independently without direct supervision but within established guidelines, in close consultation with the Associate Director, Student Recruitment and Advising at the campus where the position is located. Works closely and cooperatively with other Student Recruiter-Advisors as well as other staff in Student Recruitment and Advising and within the University to meet the goals and objectives of the unit. Exercises initiative, diplomacy, tact, resourcefulness and sound judgment when representing the University, particularly in settings that are distant from UBC. Must exercise cross-cultural sensitivity and intercultural skills when advising prospective students with different cultural backgrounds. Must employ tact and diplomacy in interactions with prospective students and parents, with counselors and institutional representatives as well as faculty and staff at UBC.

## **SUPERVISION GIVEN**

Participates in the hiring, training and supervising of Associate Student Recruiter-Advisors and student staff as required. May assist with training and supervision of student staff and new Student Recruiter-Advisors that may be hired.

## **QUALIFICATIONS**

Undergraduate degree in a relevant discipline. Minimum of a Bachelor's degree. Minimum of four to five years of related experience or the equivalent combination of education and experience. Four years relevant experience managing programs or services for youth or students in educational or other related settings. Familiarity with educational systems at both secondary and post-secondary levels. A sound knowledge of University admission criteria, services and resources for undergraduate students. Knowledge of Canadian secondary educational systems would be an asset. Experience in public relations, student advising, and special event/program planning an asset. Demonstrated ability to communicate effectively, orally, in writing and in significant public speaking roles. Excellent interpersonal and diplomacy skills as well as strong intercultural skills. Exceptional leadership and organizational skills. Exceptional leadership and organizational skills. Must hold a valid BC driver's license and have access to a vehicle. Must be willing to travel extensively (primarily within Canada). Open to working evenings and weekends. Experience using system-wide information systems, and a variety of word processing, database and presentation software applications. Demonstrated ability to communicate effectively, orally, in writing and in significant public speaking roles. Excellent interpersonal and diplomacy skills as well as strong intercultural skills. Exceptional leadership and organizational skills. Exceptional leadership and organizational skills. Must hold a valid BC driver's license and have access to a vehicle. Must be willing to travel extensively (primarily within Canada). Open to working evenings and weekends. Experience using system-wide information systems, and a variety of word processing, database and presentation software applications.