



**EMPLOYMENT OPPORTUNITY**  
**Student Recruitment Coordinator**  
Permanent Full-Time Excluded Position  
Hours to be Determined  
Grade 7 (\$60,335 to \$80,447 per annum)

Competition #SA023-2021

Applications are invited for a Student Recruitment Coordinator who will have primary responsibility for student recruitment providing strategic and operational leadership for the University's efforts to attract diverse, highly qualified candidates to undergraduate and graduate degree programs. As part of the recruitment responsibilities, the position will lead the development of presentations, and work collaboratively with Marketing and Communications to develop print and social media recruiting materials. The Coordinator will prepare reports and provide analysis to develop and implement evidence-based strategies that broaden the University's reach to existing and new markets locally, regionally and internationally. This position will also be required to oversee the Alumni Ambassador program, evolving this program as their strategic plan develops. Recruitment activities will generally take place at a variety of educational, community, national portfolio day event venues and professional settings both inside and outside of Canada, and will require the evaluation of prospective student applications and art portfolios for admissions to the programs. Applicants will have:

- Master's Degree in a related field.
- Minimum five years of related experience, including two years of management experience in a higher education setting.
- Minimum three years' experience in assessing academic and artistic admissibility and experience in recruitment related activities.
- Or an equivalent combination of education and experience.
- Valid driver's license.
- Valid passport and ability to gain entry to foreign countries.
- Knowledge of international secondary and post-secondary systems, office software, and prospect management/student record databases is required.
- Demonstrated knowledge of the functioning of the graduate programs, academic advising, recruitment, and admissions process environment.
- Demonstrated ability to articulate, plan, and execute recruitment strategies.
- Demonstrated record of achievement in advancing institutional objectives within a strategic enrolment management framework.
- Demonstrated leadership, team management, advanced problem-solving, interpersonal, and communications skills.
- Demonstrated commitment to the principles of equity and diversity and proven ability to deal effectively with a diverse population, including Students, Faculty, Administrators, Counselors and Support Staff.
- Excellent verbal and written communication skills and the ability to make verbal presentations to large groups of people.
- Ability to critique art work is essential.
- Ability to travel independently with minimum supervision for extended periods of time.
- Ability to promote Emily Carr effectively to students, parents, and educational representatives and to establish positive working relationships internally and with a variety of external agencies' representatives.
- Ability to exercise cultural sensitivity in business dealings with both international students and foreign cultures is required.
- Second language preferred.

**Some Typical Duties:**

- 1 In consultation with the Director of Admissions, Recruitment + International Development and other key stakeholders, the Coordinator is responsible for identifying key markets and marketing strategies and partnerships in support of the University's overall strategic enrolment plan.
- 2 Researches markets, audiences, and potential partners, and produces data driven reports, provides analysis of data pertaining to student recruitment and recommends priorities for new promising markets, recommends and implements an annual recruitment strategy for all provincial, domestic and international recruiting initiatives for all programs.
- 3 In consultation with Marketing and Communications and academic leadership, develops and maintains a proactive communications plan, including effective use of social media to build awareness, generate leads, promote events and ensure access to relevant information to prospective students.
- 4 Develops targeted recruitment and partnership strategies within identified schools, language schools, community colleges, universities and professional networks locally, provincially, nationally and internationally.
- 5 Works in collaboration with the Executive Director, Continuing Studies and youth outreach staff to develop, plan and execute provincial key feeder high school recruitment activities in support of prospective student engagement for pre-degree, transition, credit and non-credit pathways and programs.
- 6 Plans appropriate recruitment activities, webinars and programs including oversight for development, training and delivery of recruitment events and presentations which include, Emily Carr programs, application procedures, portfolio requirements, academic and English language proficiency admission criteria, English Language Pathway programs, tuition fees, CIC Canada Immigration referral, transfer credits, housing and other related student services information at international education fairs, National Portfolio Day events and high schools or other venues throughout Canada, the USA and overseas.

- 7 Reviews and assesses prospective student portfolios at National Portfolio Day events and at other events while travelling to facilitate the University's goal of increasing highly qualified international and domestic students.
- 8 Works across all programs and with Graduate studies to support and integrate recruitment strategies.
- 9 Builds strong professional relationships with key Emily Carr stakeholders (i.e. graduate studies, continuing studies, faculty and staff) and develops and maintains collaborative relationships with other administrative offices to ensure services are well integrated to meet the needs of the University community.
- 10 Recommends, develops and maintains effective, collaborative relationships with other universities and provincial, federal, and international agencies and organizations.
- 11 Participates on and reports to relevant University committees (e.g. Senate Admissions Committee, etc.), professional associations and external networks (i.e. AICAD Association of Independent Colleges of Art and Design, PSI BC Post-Secondary Institutes of BC, NPDA National Portfolio Day Association and BC Art Teachers Association, etc.).
- 12 Supports the Director with the development of new policies relating to recruitment by researching best practices in the field.
- 13 Leads, schedules, and supervises the other ambassadors, staff and faculty recruiters, including setting goals and monitoring performance and outcomes. Selects and trains staff as required.
- 14 Attends professional development seminars and workshops.
- 15 Assists the Vice Provost, Student Services and Director, Admissions, Recruitment + International Development with special projects and initiatives as well as with related functions contributing to the successful operation of Student Services.
- 16 Supports Admissions during busy admissions times by assisting with email correspondence, data entry, student file creation, and other duties as requested by the Director of Admissions, Recruitment + International Development.

To apply for this job, please visit <https://ecuad.peopleadmin.ca>. **Competition closes on Tuesday, 22 June 2021.**

*Emily Carr University especially invites those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us to expand our capacity for diversity in the broadest sense. In addition, to correct the conditions of disadvantage in employment in Canada, we encourage applications from members of groups that have been historically disadvantaged and marginalized. These include women, persons with diverse gender expressions and identities, persons of all sexual orientations, racialized persons, persons with disabilities, and First Nations, Metis, Inuit and Indigenous persons. All qualified people are encouraged to apply; however, Canadians and permanent residents of Canada will be given priority. While we thank all candidates for their interest, only those short-listed will be contacted.*