

Assistant Registrar – Student Recruitment

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Professional and Managerial Group

Assistant Registrar – Student Recruitment

Office of Registrarial Services

Hiring #: 2018-0633

Please read the [Application Instructions](#) [1] before applying

Reporting to the Associate Registrar – Admission Services, the Assistant Registrar – Student Recruitment is responsible for providing University-wide strategic and operational expertise and leadership in the context of provincial and national undergraduate domestic student recruitment and has a proven track record of success in recruitment, marketing and communications. The Assistant Registrar plays a crucial role in the University reaching its institutional goals in recruitment, enrolment and retention, and by extension its financial goals and responsibilities.

The incumbent will be responsible for the development, implementation, execution, management, and assessment of comprehensive and innovative strategic recruitment plans, projects, initiatives and events (Ontario high school, Out of Province high school, and college/university transfer); the generation of a strong, high quality applicant pool and conversion of said applicants to registrants in a competitive market, to ensure the meeting of enrolment targets and budgets; market research and analysis and competitive intelligence for data-driven decision making; high-quality strategic positioning and messaging; the development of recruitment tools and communications; and the promotion of the University of Guelph’s overall brand messaging and reputation. The Assistant Registrar will represent the University to all internal and external stakeholders related to domestic undergraduate recruitment; monitor changes and trends within the post-secondary recruitment landscape; provide leadership and supervision to professional and support staff; and manage a budget in excess of \$1M.

Requirements of the position include:

- A university degree with several years of progressive and demonstrated experience in recruitment, marketing, public relations and communications, or an equivalent combination of education and experience;
- Excellent written and verbal communication, and public speaking skills;
- Exceptional leadership, management, interpersonal and networking skills;
- Proven supervisory experience and ability to hire, train and motivate staff is essential;
- Strategic planning, critical thinking, analytical, and problem-solving skills;
- Professional judgement, tact, diplomacy;
- Flexibility and ability to act independently;
- Excellent organizational skills and multi-tasking ability;
- In-depth knowledge of secondary and post-secondary education systems in Canada
- Strong technological skills including proficiency in Word, Excel, Access, student information systems (SIS), and customer relationship management (CRM).
- A valid, full G - Ontario driver’s license and passport are required.
- Extensive travel including evenings and weekends is also required.

Position Number 444-007

Classification P07*

[Professional/Managerial Salary Bands](#) [2]

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Published on Human Resources (<https://www.uoguelph.ca/hr>)

*Tentative evaluation; subject to committee review.

At the University of Guelph, fostering a [culture of inclusion](#) [3] is an institutional imperative. The University invites and encourages applications from all qualified individuals, including from groups that are traditionally underrepresented in employment, who may contribute to further diversification of our Institution.

Posting Date: 2018 12 17

Closing Date: 2019 01 14

Source URL: <https://www.uoguelph.ca/hr/careers-guelph/current-opportunities/assistant-registrar-%E2%80%93-student-recruitment>

Links

[1] <https://www.uoguelph.ca/hr/careers-guelph/how-apply>

[2] <https://www.uoguelph.ca/hr/system/files/P%26M%20Grid-Oct%2026%2C%202017%20-%20April%2030%2C%202020.pdf>

[3] <https://www.uoguelph.ca/diversity-human-rights/sites/uoguelph.ca.dhr/files/public/Inclusion%20Framework%20Endorsed%20April%202017.pdf>