

**SIMON FRASER UNIVERSITY**  
**ADMINISTRATIVE & PROFESSIONAL**  
**JOB DESCRIPTION**

Position Title:	Associate Registrar, Recruitment and Admissions	Position #:	00123295
Department:	Student Enrollment, Student Services		
Reports to:	Registrar and Executive Director Student Enrolment	Reports to #:	00101512
Employee Group:	APSA	Grade:	014

**POSITION SUMMARY**

The Associate Registrar, Recruitment and Admissions provides strategic leadership for recruitment and admissions of undergraduate students for the University. As a senior member of the student enrollment division management team, the Associate Registrar is responsible for ensuring the annual new student enrollment plan is met for domestic and international students and develops policies and processes to enhance recruitment and admission services.

**DUTIES AND RESPONSIBILITIES**

- 1. Ensures the University consistently meets its annual undergraduate new student enrollment objectives for both domestic and international students by:**
  - providing leadership, expertise and creativity in developing, refining and executing the undergraduate recruitment and admissions strategy from lead generation to enrollment
  - overseeing the development and implementation of the university's recruitment and admissions processes and business practices, and in keeping with the strategic enrollment management values and goals of both the institution and individual faculties
  - developing and implementing a strategic vision for the prospective undergraduate student experience, working with a variety of internal and external constituencies to create and implement differentiated and highly personalized recruitment and admissions approaches for each prospective target group
  - working collaboratively, proactively and supportively with SFU's strategic enrollment management governing bodies and the faculties
  - developing and maintaining recruitment pathways and partnerships with other post-secondary institutions, at the provincial, national and international level
  - providing leadership in the use of systems, reporting and assessment across the unit to support evidence-based decision-making and responsiveness to market and institutional changes.
- 2. Oversees the operations of the Student Recruitment and Admissions units by:**
  - envisioning and implementing new policies, processes and technologies to enhance recruitment and admission services
  - aligning recruitment and admission practices to improve services in these areas
  - managing and administering the operating budgets
  - making the best use of customer relationship management (CRM) applications and other technologies to improve communication between the prospect/applicant and the institution
  - developing operating procedures, processes and policies to enhance student recruitment, enrollment and retention to respond to the needs of prospects, applicants, current students, faculty, administration and other internal and external stakeholders.
- 3. Promotes the University's brand by:**
  - delivering a highly authentic, professional and positive first and lasting impression of the institution with prospective students and their families, both personally and through supervised staff teams
  - increasing awareness of academic programs, co-curricular opportunities, services, activities, and initiatives
  - embodying and modelling for others a student-centric, customer service attitude
  - participating in external professional associations, governmental and community organizations, and institutional initiatives
- 4. Provides leadership to staff by:**
  - establishing roles and responsibilities, developing and implementing training plans, promoting professional development, evaluating performance, preparing and maintaining job descriptions and making hiring decisions.

- orienting new staff, identifying training and development needs and setting expectations and goals.
- ensuring that succession planning and cross-training is in place to maintain a continuity of service.

**IMPACT OF DECISION MAKING**

The Associate Registrar, Recruitment and Admissions is responsible for:

- developing a strategic vision and executing on a strategic plan for all undergraduate recruitment and admissions activities for the university, to ensure that the undergraduate enrollment plan, and therefore the income requirement of the university, is met for the institution
- establishing unit-wide performance standards for the recruitment and admissions process, minimizing any negative impacts on the undergraduate prospective and new student experience, and helping to ensure the undergraduate enrollment plan, and therefore the income requirement of the university, is met for the institution
- making final decisions about recruitment and admissions processing, for both individuals and groups, that could result in a legal or financial liability to the institution, or could have a damaging impact on the credibility and/or reputation of Student Enrollment and the university as a whole

**RELATIONSHIPS**

Sets objectives necessary for obtaining feedback and assistance. Maintains effective communication. Shares ideas, issues, and opportunities with members of personal network. Seeks referrals from others with relevant expertise and influence. Attends and maintains relationships with relevant formal and informal professional groups and organizations.

**Supervisory**

Supervises staff by providing guidance and mentorship, ensuring the appropriateness and currency of job responsibilities, initiating recruitment for temporary and continuing staff, hiring staff, providing or directing the provision of training, evaluating performance, approving leaves and training and development, responding to grievances and approving leaves of absence.

**RISK MANAGEMENT**

Translates direction into means for action. Plans for and manages risk. Creates action-oriented long- and short-range plans that turn strategy into reality. Focuses on stakeholders in the planning stages. Effectively manages the necessary structure and internal and external resources required to achieve the plan.

- Manages capital and human resources required to achieve work plans.
- Provides structure, expectations and guidelines for achieving work plans.
- Establishes information connections within and among teams and manages critical organizational information.
- Clarifies outcomes and provides ongoing feedback to team members to achieve plans.
- Thinks ahead, evaluates, and plans for risks and contingencies.
- Seeks out information that impacts plan development.

**STRATEGIC ORIENTATION**

Takes an active role in developing and communicating a vision for the organization. Considers broad and long-term factors when planning and making decisions. Identifies patterns, connections or barriers and addresses key underlying issues. Understands the connections and interactions between elements of the whole system.

**LEADING CHANGE/ INNOVATION**

Initial Effective Date: 2018-05-11  
Latest Revision Date:

Takes an innovative approach to problem solving. Continuously improves. Works to understand, engage in and implement organizational changes and technologies that improve processes, practices and outcomes. Is flexible and adaptable in meeting the changing needs and demands of stakeholders and citizens.

- Adapts methodology and ideas quickly for immediate or anticipated changes in the environment.
- Is able to communicate the vision for a change or innovation to those affected.
- Seeks opportunities for innovation and continuous improvement, actively involving staff, faculty, and other stakeholders.
- Bridges organizational change by ensuring new structures, processes, technologies, and relationships are well understood

## QUALIFICATIONS

Master's degree in Education or Business Administration and eight years of related senior level management experience in areas such as post-secondary recruitment, admissions, strategic enrollment management, or an equivalent combination of education, training and experience.

Excellent knowledge of Canadian and international secondary and post-secondary education systems

Excellent knowledge of post-secondary recruitment and admissions practices in British Columbia

Knowledge of relevant BC legislation including Freedom of Information and Protection of Privacy Act

Excellent organizational and time-management skills

Excellent analytical reasoning, problem-solving and decision making skills

Excellent budgetary and fiscal management skills

Ability to set clear goals and the ability to empower and engage staff and stakeholders

Ability to develop relationships and partnerships and to work collaboratively at all levels and areas within the organization

Proficient in coaching, leading, mentorship and team building

Proficient in the evaluation and implementation of enterprise-level student information technologies, including constituent relationship management (CRM) systems, and the ability to create and modify effective business objectives, processes and functions that support the integration of student services

Ability to arrange suitable transportation to various work locations