



**UNIVERSITY  
OF ALBERTA**

[www.ualberta.ca](http://www.ualberta.ca)

**OPPORTUNITY PROFILE**

**Assistant Registrar, Enrolment Research, Analytics and Insights**

## ABOUT THE UNIVERSITY OF ALBERTA

The University of Alberta in Edmonton is one of Canada's top teaching and research universities, with an international reputation for excellence across the humanities, sciences, creative arts, business, engineering, and health sciences.

The University of Alberta (U of A) has 18 faculties on five campuses - four in Edmonton, one in Camrose. [North Campus](#) has 150 buildings covering 50 city blocks nestled on the edge of the North Saskatchewan River. [Campus Saint-Jean](#) is a French-language campus, a one-of-a-kind gem in the heart of Edmonton's francophone community. [Augustana](#) is a historic campus in a vibrant rural community with an intimate residential learning environment. [South Campus](#) contains extensive land for agricultural research and is home to several recreational facilities. [Enterprise Square](#) forms a hub in Edmonton's downtown for learners at all stages of life and for entrepreneurs creating businesses out of new research.

### **Motto**

Quaecumque vera means "whatsoever things are true." The phrase comes from the Epistle of St. Paul to the Philippians, Chapter 4, Verse 8, in the Latin Vulgate version of the Bible. In the passage, the writer exhorts the readers to focus their thoughts on truth and other virtues.

### **Mission**

Within a vibrant and supportive learning environment, the University of Alberta discovers, disseminates, and applies new knowledge through teaching and learning, research and creative activity, community involvement and partnerships. The U of A gives a national and international voice to innovation in our province, taking a lead role in placing Canada at the global forefront.

### **Vision**

To inspire the human spirit through outstanding achievements in learning, discovery, and citizenship in a creative community, building one of the world's great universities for the public good.

## BACKGROUND: UNIVERSITY OF ALBERTA FOR TOMORROW

The University of Alberta for Tomorrow (UAT) initiative launched in June 2020, a bold plan for transformation precipitated by major reductions in provincial funding but also shaped by our steadfast commitment to excellence in teaching, research, and community engagement for the public good.

The U of A of tomorrow will be significantly different from the U of A of today—different in academic and administrative structure, more streamlined in administrative functions and services, and better positioned to drive growth and innovation in post-secondary education and research.

### **Where Marketing Fits into the University of Tomorrow**

In the past, each faculty had their own communications, marketing and digital resources embedded within. UAT has reimaged this structure and is moving from a decentralized to a centralized structure, creating Centres of Expertise (COE) to provide services and strategic direction to each faculty and business unit. Marketing lives in the University's External Relations portfolio. Our service delivery to faculties and central units will be predicated on a service culture that ensures strategic, responsive, and timely service based on a deep understanding of needs. Here is a link to our new [External Relations Org Structure](#).

### **The new University of Alberta Brand Story**

Every generation is called upon to build a university poised to tackle the challenges of today and tomorrow. We meet those challenges grounded by our roots — yet spurred forward by our profound responsibility to seek truth, solve problems and shape a future unhampered by fixed tradition.

Here we seek out challenges so we can create change. We question and test the status quo and then innovate on it. We collaborate and integrate. We overcome barriers so our ideas can collide and grow.

And, together, we create new purpose.

We build the University of Tomorrow for the students who are seeking their purpose. For the educators and researchers who pursue theirs in the lab and share it in the classroom — and around the world. For our alumni and partners who deliver greater good into our communities. Working together alongside and in partnership with Indigenous Peoples and all under-represented voices. We weave together a tapestry of backgrounds and cultures, because we are made stronger by our diversity.

Together we are change makers, community builders, world shapers.

This world has been challenged like never before. But when we stand together and listen to one another, we generate the solutions that make us healthier, safer, stronger and more just.

Moving forward, we make this simple, but vital promise:

***We, the University of Alberta, will never be satisfied with the “now.” We will always be seeking, always be challenging and, most of all, always be leading. Leading with Purpose.***

## THE OPPORTUNITY

Are you an innovative thinker, planner, and relationship builder with strong analytical and assessment skills?

Reporting to the Associate Registrar, Enrolment Management, the Assistant Registrar, Enrolment Research, Analytics and Insights (Assistant Registrar) is responsible for assessing the enrolment management needs of faculties and the University, and designing processes to actively monitor, manage, and report on enrolment.

The Assistant Registrar provides leadership in developing enrolment management strategies, with a focus on undergraduate enrolment. The Assistant Registrar will generate excitement, engagement, support and momentum for their area's initiatives, inspiring colleagues, leaders, and staff to work collaboratively and in support of institutional and unit specific objectives.

The Assistant Registrar works in partnership with faculties, Enrolment Management Service Partners, and other campus stakeholders to develop and execute annual and multi-year plans to achieve faculty and University enrolment goals. The position provides high-level enrolment decision support to senior University administrators.

The Assistant Registrar must possess superior skills related to forecasting, modeling, analysis, and reporting of enrolment data to oversee and inform these functions while working closely with other units. An ability to effectively communicate analysis and recommendations both in written and verbal form is essential. This position will also be responsible for representing the business needs on projects that advance technology associated with Enrolment Management and Reporting.

## THE PERSON

### Qualifications & Experience

- Minimum of a master's degree (PhD preferred) in Economics, Statistics, Mathematics or other analytical/data related field.
- At least three years of staff, team, or project team leadership experience.
- Significant experience in statistical and research methodologies, preferably in a collaborative environment with multiple stakeholders. Experience related to social science research is an asset.

- A minimum of five years of progressive experience relating to enrolment management in a post-secondary institution; equivalent experience in a comparable setting may be considered.
- Experience with statistical analysis or reporting software tools is strongly preferred
- They will be a strategic thinker with strong analytical skills, capable of critically analyzing issues to inform decision-making.
- Strong proficiency in communication and negotiation, with demonstrated superior stakeholder management skills, including the ability to build consensus among diverse constituents and communicate analytical results with both technical and non-technical staff.
- Strong presentation skills including the ability to present complex results to executives
- Demonstrated experience leading and implementing change including developing new strategies, policies and procedures is preferred.

## Knowledge, Skills & Attributes

**Strategic Leadership** – Ability to look at the “big picture” while still attending to details; proven success in strategic thinking and planning; ability to translate operational priorities into action and lead change; able to coach direct reports; a credible leader; leads by example.

**Entrepreneurial, Creative and Innovative** – Entrepreneurial and innovative with an assertive, friendly nature who is approachable and welcomes feedback. A self-starter who is diplomatic, intuitive, has strong negotiating skills, sensitive to other’s input and can adapt easily in a growing and rapidly changing environment. The ability to utilize theory, principles and experience to develop new and unique ways to identify root causes of organizational issues and find effective ways to address them.

**Team Player** – Promotes and enables cooperation across the organization; positively affects morale; facilitates/builds understanding, acceptance and support for organizational operations and initiatives; delegates efficiently; understands and appreciates the effectiveness of working synergistically with others at all levels within the organization and creates a “team” culture; promotes cohesion and teamwork in seeking solutions and moving forward; has a willingness to listen and learn from others.

**Interpersonal Savvy** — Possesses well developed interpersonal skills. Resolves conflicts respectfully and in a timely manner, negotiates effectively, and provides effective feedback to colleagues/employees. Builds effective relationships with peers, colleagues, partners.

**Courage** — Steps up to address difficult issues, saying what needs to be said; champions an idea or position despite dissent or political risk; faces difficult issues and supports others to do the same; translates position into actionable feedback.

**Well Informed** – Stays current with marketing trends and news. Proactively identifies new opportunities. Continuously seeks to stay current and be at the leading edge in their field.

**Communication Skills** – Excellent written, verbal and interpersonal communication skills including the ability to develop and deliver clear and persuasive presentations. Open, honest, and tactful with all audiences. Is adaptive to diverse stakeholders, including senior management and staff at all levels.

**Project Management Skills** – Strong project management and organizational skills with the ability to manage multiple priorities and tasks simultaneously. Plans, prioritizes and organizes activities to achieve goals and targets; adeptly manages competing projects and uses time and resources efficiently/effectively. Develops effective strategies and coordinates efforts and resources.

**Results Oriented** – Proactive and responsive. Recognizes and capitalizes on opportunities. Sets and maintains high performance standards for self and others that support the strategic plan. Holds self and others accountable for

achieving results. Approaches responsibilities with a high degree of energy and passion. Focuses resources to achieve personal and organizational goals; committed to continuous improvement.

**Impact and Influence** – Ability to establish credibility, respect, and builds strong working relationships with employees, and external stakeholders. Works in a collaborative and solutions-focused manner to achieve outcomes that align best with the needs of the organization and that demonstrate outstanding customer service.

## COMPENSATION

A competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.

## FOR INFORMATION, PLEASE CONTACT

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