

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

Position Title: Associate Director, Student Recruitment  
Employee Group: APSA

Position #: 00128485

## **POSITION SUMMARY**

The Associate Director, Student Recruitment, is an integral member of the SRA leadership team and is directly responsible for the day-to-day operational management of the Student Recruitment team. The Associate Director manages the effective delivery of all activities focused on the identification and recruitment of more than 6500 new international and domestic undergraduate students annually. The Associate Director plays a key role in ensuring that the Student Recruitment and Admissions team achieves enrollment objectives and meets the institution's annual new student enrollment targets for both domestic and international students, as well as institutional goals related to student recruitment and admission. The Associate Director is responsible for the strategic assessment of all programs and activities within Student Recruitment. The Associate Director leads a large team and ensures a motivating, supportive, and rewarding work environment.

## **DUTIES AND RESPONSIBILITIES**

### **1. Administers the development and implementation of SFU's strategic enrollment plan by:**

- Establishing an assessment plan for the team's programs and services to ensure effective resource allocation and provision of timely, responsive, and high-quality professional services and programs.
- Working collaboratively with the institution-wide enrollment management team in developing business processes and timelines for the faculties and academic departments.
- Identifying priority processing of identified student cohorts (e.g., Indigenous students, NCAA athletes).
- Evaluating, reviewing, and documenting existing recruitment processes and identifying business process improvements to improve service standards.

### **2. Leads the day-to-day operational management of the Student Recruitment office by:**

- Identifying priorities and objectives through a consultative process with staff, Faculties, and other units within Student Services such as the Indigenous Student Centre, Athletics, and other stakeholders in recruitment, such as Fraser International College.
- Participating in the setting of an annual work plan and measuring progress to ensure optimal use of resources and alignment with Student Services and University priorities.
- Managing human resource requirements, training needs and professional development of staff.

### **3. Responsible for the establishment, development and maintenance of internal/external relations by:**

- Identifying and maintaining a network of contacts and resources in post-secondary and secondary institutions and the higher education industry.
- Representing SFU and establishing relationships with high-level government partners locally and abroad (ie Global Affairs Canada, Council of Ministers of Education, BC Ministry of Advanced Education, Skills & Training, BC Ministry of Jobs, Trade and Technology).
- Representing Student Recruitment and Admissions on various internal committees such as the faculty wide Enrollment Management Coordinating Committee (EMCC), the student services level Enrolment Strategies group and chairing the EMCC-Recruitment sub-committee.
- Collaboratively working with strategic partners, such as Fraser International College/Navitas Group, to align initiatives and fulfill enrollment targets.

### **4. Leads the utilization of various modes of technology during the recruitment and admissions process by:**

- Maintaining digital fluency in a wide array of software applications and enterprise wide systems such as Constituent Relationship Management (CRM) software, student information and admission evaluation databases (PeopleSoft), and reporting and visual analytics systems (Tableau).
- Coordinating the distribution of timed communication, generation of reports and analytics, and management of events and activities using Constituent Relationship Management (CRM) software and other applications.

### **5. Responsible for other duties as assigned by the Director, such as:**

- Managing the operating budget of the unit by projecting annual expenses; administering and approving invoices; reconciling monthly commitment reports; and liaising with Financial Services staff to resolve discrepancies etc.

- Serving on a variety of committees, as delegated by the Director (e.g., NCAA II Compliance; SEM; Enrollment Strategies, etc.).

## IMPACT OF DECISION MAKING

The Associate Director, Student Recruitment is responsible for making decisions regarding:

- The development and implementation of SFU's strategic enrollment plan.
- The day-to-day operational management of the Undergraduate Admissions office.
- The establishment, development and maintenance of internal/external relations.

## RELATIONSHIPS

Establishes and maintains relationships and alliances. Maintains effective communication. Shares information and readily determines to whom to go for relevant information. Seeks assistance and feedback in the problem-solving process. Partners with others to achieve expectations.

### 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.

### Primary Working Relationships

**Internal Connections** - Works closely with other managers and directors in Student Services to ensure the optimal delivery of services. Works with Chairs, Directors, and faculty members on matters related to enrollment management. Represents the Registrar's Office and/or Student Services on various University committees such as the Enrollment Management Coordinating Committee (EMCC) and Enrollment Strategies.

**External Connections** – Regularly interacts with universities and colleges across Canada and represents the University on committees, such as Post-Secondary Institutions of BC (PSBC), Association of Registrars of the Universities and Colleges of Canada (ARUCC), BC Council for International Education (BCCIE), National Collegiate Athletic Association (NCAA), NACAC (National Association of College Admission Counselling), FIC/Navitas Group etc. Also liaises with Government of Canada (EduCanada/Global Affairs) officials and other levels of government (BC Ministry of Trade and Development) to develop international relations with diplomats and Consular General offices abroad.

## QUALIFICATIONS

Bachelor's degree in Business Administration and six years of related management experience, which includes direct experience in student recruitment, admissions or enrollment management, or an equivalent combination of education, training and experience.

- Excellent knowledge of university policies and regulations related to enrollment management, and student services.
- Excellent knowledge of Canadian and international secondary and post-secondary education systems.
- Excellent knowledge of University policies and regulations related to student admissions, registration and student services.
- Excellent strategic planning, leadership, interpersonal, communication (public speaking, oral and written), problem-solving, conflict resolution, organizational, and analytical reasoning skills.
- Excellent human resource management and budget management skills.
- Excellent project management skills.
- Excellent team management, leadership, interpersonal, problem-solving and conflict resolution skills.
- Excellent program development, implementation, and evaluation skills.
- Excellent communication skills, both written and oral.
- Excellent statistical analysis and reporting skills.
- Ability to lead and/or participate on multiple team projects.
- Ability to exercise mature judgment and initiative.
- Ability to exercise diplomacy and tact when administering University policies.

Initial Effective Date: December 11, 2019

Latest Revision Date:

- Ability to design and develop training documentation.
- Proficient in the use of enterprise systems (e.g. PeopleSoft, SIMS, Salesforce, Tableau), database, spreadsheet, presentation, and word processing applications.
- Ability to work evenings and weekends.
- Ability to travel within British Columbia, Canada, and abroad.
- Access to a vehicle and driver's license for work purposes.
- Criminal Record/Vulnerable Sector check required upon employment