

Nipissing University
POSITION DESCRIPTION

POSITION TITLE:	Manager, International Recruitment & Admissions
DEPARTMENT:	Office of the Registrar
EMPLOYMENT DEFINITION:	Full-time Administrative Contract (3 years)
WAGE GRADE:	Salary Level 5
SUPERVISOR:	Associate Registrar, Recruitment/Provost & Vice-President Academic & Research

SUMMARY OF FUNCTIONS:

Reporting to the Associate Registrar, Recruitment, with a dotted line reporting relationship to the Provost & Vice-President Academic & Research, the Manager, International Recruitment and Admissions plays an instrumental role in representing Nipissing University to prospective students, parents, supporters, agents and other influencers on international recruitment and admissions in a highly competitive international market. In collaboration with the Provost & Vice-President Academic & Research and the Associate Registrar, Recruitment, this position will lead the development, implementation, and assessment of international recruitment markets and maintaining strong relationships with our international agents. This position will guide the design and execution of international recruitment activities and marketing materials.

In consultation with the Associate Registrar, Admissions, this position assists with the development and implementation of admission policies with regard to agent management and market development to attract qualified applicants and yield high-caliber students to Nipissing University. The Manager serves as the primary institutional expert in international admissions and requires comprehensive knowledge and understanding of international educational systems, English language proficiency testing standards, as well as issues related to documentation fraud. The Manager will advise prospective students and agents on the admission process and the University, assess students for admission, prepare reports and assist in creating material required for program promotion, offers of admission and course registration information.

DUTIES & RESPONSIBILITIES:

INTERNATIONAL RECRUITMENT

(40%)

- Plan, coordinate and implement international recruitment activities that highlight Nipissing University's programs to positively influence international prospective students and Nipissing University's recruitment and retention goals
- Independently manage a budget dedicated to international recruitment efforts
- Deliver information sessions abroad to various audiences including prospective students, parents, influencers and agents. Sessions may involve individual conversations with students and their parents and/or presentations to groups of up to 200 people

- Maintain thorough knowledge of Nipissing University programs, admission procedures, facilities, student services and unique selling points
- Contribute to the development and updating of international recruitment materials, including but not limited to website, viewbooks, videos and social media
- Communicate with prospective international students to foster influential relationships to reach annual enrolment targets
- Responsible for coordinating the translation of Nipissing University's brand and recruitment style into international markets
- Track all leads using our database and produce reports to various internal stakeholders
- Analyze and remain current with developing trends in international recruitment
- Develop international recruitment proposals that continue to grow our current markets and expand into new markets
- Understand the factors that impact student mobility; political, visa requirements, economic, social and environmental factors. Share the insights with internal stakeholders as appropriate
- Responsible for making travel arrangements associated with international recruitment. This position involves extensive international travel

MANAGEMENT AND EVALUATION OF APPLICATIONS FOR ADMISSION

(35%)

- Respond to all admission inquiries in a professional, accurate and quick manner
- Advise prospective students and agents on the university application process, admission requirements and provide specific feedback as required
- Ensure applications received are imported and/or manually entered into Ellucian accurately
- Evaluate international applications academic credentials and eligibility for admission to the university
- Verify that all documents received in support of applications are accurate and authentic. Communicate with applicants if further information or clarification is required
- Independently make international admission decisions for international applicants to Nipissing University.
- Ensure timely coding of admission decisions
- Update and maintain accurate data for admission decisions
- Create and edit communication pieces associated to the admission process (such as acknowledgement letters, offers letters, applicant emails, refusal letters, deferral letters, pending letters)
- Ensure all correspondence, including admission letters contain appropriate country-specific information related to education and visa requirements
- Ensure admission decisions are sent in a timely manner to meet the needs of the students, agent agreements and visa processing timelines
- Prepare and provide material and training to other admission and recruitment staff on international admission and education systems
- Assess admissions trends for specific international markets
- In consultation with the Associate Registrar, Admissions, identify and implement opportunities for improvement in international admission policies and processes
- Prepare, organize and rank files for committee review for applicable programs
- Provide guidance to all applicants who do not meet the conditions of their offer of admission to determine the appropriate course of action
- Ensure compliance of rules related to access and release of confidential data in accordance with University policy and privacy legislation; share pertinent information with departments and provide appropriate recommendations

INTERNATIONAL PARTNER RELATIONS

(25%)

- Undertake independent research in finding new markets that support Nipissing University's strategic enrollment goals and student success
- Explore and evaluate potential partnership opportunities with international agents, negotiate terms of partnership and complete new, or revise existing, contracts with international partners
- Draft and review partnership agreements
- Serve as Nipissing's representative for international partners, agents, ministry, international educators, parents, supporters and prospective students
- Working closely with the Provost & Vice-President Academic & Research and the Associate Registrar, Recruitment to develop a 3 year international enrollment plan
- Maintain relationships with international partners, agents and schools in international markets through regular in-person, phone and electronic communication to insure that Nipissing University achieves and maintains maximum return on investment
- Build Nipissing University's presence and reputation abroad
- In collaboration with the Marketing department, develop and deliver marketing material to support the operations of our international partners in target markets
- Manage and stimulate partner effectiveness and activity levels in key markets; develop strategies to increase the recruitment level of less active agents and partners
- Adhere to all organization policies, procedures and application legislation and ensure that they are communicated and implemented in activities with partners
- In consultation with the Finance Department, develop, implement and evaluate financial policies and procedures for each partner relationship, including commission fee, marketing material and travel costs

Any other duties as assigned by Supervisor.

QUALIFICATIONS:

Education: University undergraduate degree, preferably from Nipissing University. A Regulated International Student Immigration Advisor (RISIA), designation is preferred.

Training, Experience, Knowledge & Skills Required:

- Minimum two years' experience in international recruitment. Experience in India, China and Philippines markets considered an asset.
- Minimum two years' experience in admissions, including assessing applications and making admission decisions.
- Must be willing to participate in ongoing training to complete the RISIA designation, if incumbent does not already have.
- Ability to assess student fit for Nipissing University and advise accordingly.
- Strong knowledge of the Canadian and international education systems.
- A working knowledge of Immigration, Refugees and Citizenship Canada (IRCC) policies and practices pertaining to international students.
- Ability to assess the value of recruitment activities and markets and make decisions within a limited budget.

- Ability to demonstrate initiative, and work under pressure, meet deadlines, and function at a high level with minimal direct supervision while showing good judgement.
- Strong proficiency with computer applications in Microsoft Office, email and presentation software.
- Competency in data management and basic analysis
- Excellent knowledge of and experience with student information systems (SIS), Customer Relationship Management (CRM) and systems development.
- Strong ability to multi-task and apply organizational skills to meet deadlines in an environment with multiple priorities.
- Demonstrated ability to work as an effective member of a team, with the ability to exercise high levels of independence, judgement and initiative.
- Demonstrates valuing diversity and sensitivity to student cultural differences and special needs.
- Proven sales/recruitment/liaison experience, knowledge and skills.
- Strong communicator with effective written and oral communication. Polished presentation and technical/multimedia skills.
- Excellent interpersonal skills and ability to cultivate and build relationships.
- Customer service focused.
- Knowledge of Nipissing University programs/policies and the Ontario university system.
- Strong time management, organizational and multitasking abilities.
- Ability to deal courteously and effectively with tact and diplomacy and portray a positive and professional image
- Ability to think both creatively and strategically.
- Ability to work under pressure and work in a changing environment.
- Ability to maintain confidentiality.
- Ability to communicate in other languages would be an asset.
- Experience interpreting academic regulations and university policies.
- Ability to adapt to changing environments and remain flexible to change.

RELATIONSHIPS/CONTACTS:

Supervised by: Associate Registrar, Recruitment/Provost & Vice-President Academic & Research

Internal contacts: Staff, faculty, students, NUSU, NUSA

External contacts:

- Prospective students/applicants
- Parents, family members and supporters of prospective students
- International partners and agents
- Representatives from international colleges and universities
- Ministry and government
- International Educators professional associations, including credential evaluation services

MATERIALS UTILIZED:

- Nipissing recruitment materials (student guides, college transfer guides, academic calendar, website, videos, photography)
- Computer Telephone, Photocopier, Smartphone, Tablet, GPS Unit

- Software: Microsoft Office, Customer Relationship Management System (Hobsons' Connect CRM), Ellucian, Internet, email, etc.
- Automobile (rental)
- Policy and Procedures Manual
- Strategic, Academic and Marketing and Recruitment Plans

PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS:

- Light to moderate lifting, carrying, climbing relating to representing the University at events
- Visual and mental concentration
- Several conflicting deadlines
- Flexible work schedule, with regular evening and weekend hours, in order to accommodate the needs of prospective students and colleagues
- Extensive travel abroad multiple times throughout the year to recruitment fairs, agent directed seminars and program partners overseas for an extended period of time (2 to 4 weeks at a time) with minimal days off is required (Approximately 50% of the year)
- Must be able to work remotely and in different time zones
- Ability to travel extensively internationally which includes having required inoculations and a valid passport
- Must have a G level (or equivalent) driver's license
- Must have a current criminal record check/vulnerable sector check (i.e. not have been convicted of a criminal offence for which a pardon has not been granted)

I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

Employee Name (Please print)

Employee Signature

Date

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Approvals

Supervisor

Date

Director, Human Resources

Date