

Link to apply:

https://careers.torontomu.ca/psc/hrcqprd/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS.CG.SEARCH_FL.GBL?Page=HRS_APP_JBPST_FL&Action=U&FOCUS=Applicant&SiteId=1&JobOpeningId=387383&PostingSeq=1

About Toronto Metropolitan University

At the intersection of mind and action, Toronto Metropolitan University is on a transformative path to becoming Canada's leading comprehensive innovation university. Integral to this path is the placement of equity, diversity and inclusion as fundamental to our institutional culture. Our current [academic plan](#) outlines each as core values and we work to embed them in all that we do.

We welcome those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us to expand our capacity for diversity in the broadest sense. In addition, to correct the conditions of disadvantage in employment in Canada, we encourage applications from members of groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit peoples, Indigenous peoples of North America, racialized persons, persons with disabilities, and those who identify as women and/or 2SLGBTQ+. Please note that all qualified candidates are encouraged to apply; however, applications from Canadians and permanent residents will be given priority.

In April 2022, the university announced our new name of Toronto Metropolitan University, which will be implemented in a phased approach. Learn more about our [next chapter](#).

The Team:

The [Office of the Registrar \(RO\)](#) contributes to Toronto Metropolitan University's bold vision by providing the bedrock of innovative systems and structures required to build a world-leading institution. Every member of the university community is an RO client. The RO is involved in the entire academic experience of the student body from admission through to graduation, providing reliable support through a wide range of services and safeguarding the integrity of the university's policies and student records. We provide expert guidance to academic leaders regarding student recruitment, admissions, student financial services, student fees, new programming initiatives, transfer credit,

course offerings, grading processes, scheduling, academic policy and curriculum management.

[Undergraduate Admissions and National Recruitment](#) is an organizational unit within the Registrar's Office. Within this unit, the National Student Recruitment team leads and supports initiatives primarily addressing the needs of domestic undergraduate students, to inform prospective students, generate interest in programs, support applicants, and encourage confirmation of Offers of Admission. .

This team strives to:

- Recruit domestic students into all undergraduate programs in support of the university's enrolment targets
- Maintain the highest caliber of client service to prospective students, applicants, and stakeholders throughout TMU
- Collect, analyze, and disseminate prospective student and applicant data and qualitative research to improve functions, inform and assist stakeholders within and outside of the RO, and optimize the recruitment journey for incoming students

The Opportunity

The Assistant Director, National Student Recruitment leads the recruitment of domestic undergraduate students into Toronto Metropolitan University. This role positions the university competitively within the higher education marketplace by developing, planning and implementing a comprehensive undergraduate student recruitment strategy. This position works closely with key University decision-makers in order to support the University's strategic enrolment management goals through the attainment of annual domestic fee-paying undergraduate enrolment targets and associated tuition revenue expectations.

Key Responsibilities:

1. Shapes and directs all undergraduate student recruitment activities (campaigns, engagements, outreach initiatives and events) to achieve the domestic-student entrance enrolment goals of the University.
2. Directs the development and implementation of all domestic undergraduate student recruitment activities, systems, and initiatives.

3. Initiates research and development of new strategies for recruitment to market Toronto Metropolitan University positively and competitively.
4. Leads TMU engagement and relationship building with guidance counselors, particularly focusing on Ontario secondary schools.
5. Champions the operational and functional needs of National Student Recruitment among offices and departments throughout the university.

Qualifications

To help us learn more about you, please provide a cover letter and resume describing how you meet the following required qualifications:

- Successful completion of a post-secondary degree with a minimum of 6-8 years of progressively responsible experience in a related position including project management, public relations and public speaking, liaison/recruitment (preferably in a post-secondary environment)
- A minimum of 3 years experience as a manager, ideally including management of managers/supervisors
- Strong oral and written communication, presentation and public speaking skills;
- Experience in measuring, managing, and attaining performance targets in a recruitment or sales context;
- Strong analytical, problem solving skills;
- Competency in building high performance teams;
- Political and cultural acuity;
- Project management and event production skills;
- Data analysis and data visualization competencies;
- Organizational, leadership, creativity and imagination skills;
- Budget management skills with multiple budgets both directly and indirectly managed;
- Exemplary interpersonal, negotiation, and collaboration skills;
- Knowledge of Ontario universities' programs and policies, regulations and procedures, Canadian and International educational systems/credentials at both the secondary and tertiary levels;
- Knowledge of TMU-specific programs, faculties, academic policies and procedures, and entrance requirements is an asset
- Knowledge of customer relationship management (CRM) systems and/or student information systems (SIS), especially in a student recruitment context
- A valid Ontario driver's license is required.
- A vulnerable sector check is required.

Leadership Competencies

Leaders at TMU are required to demonstrate the following Leadership Competencies:

- **Acts with Integrity:** Demonstrates behaviors aligned with high ethical standards and personal integrity and acts in accordance with TMU values.
- **Builds Relationships of Trust & Collaboration:** Actively builds a culture of trust and fosters meaningful relationships.
- **Leads Inclusively:** Creates an inclusive environment where everyone is respected, recognized, empowered to achieve their potential, and valued for their differences.
- **Demonstrates Organizational Acumen:** Understands and respectfully navigates complex internal and external environments using sound judgment, diplomacy, and tact.
- **Drives Vision & Results:** Creates and implements a vision grounded in sound decision-making to achieve desired outcomes.

Additional Information (MAC)

Position Number(s)	10001354
Reports To	Director, Admissions & National Recruitment
Department	Office of the Registrar (RO)
Employee Group	MAC
Vacancy Type	FTCE This is an existing role.
Work Location	Hybrid
Start Date	ASAP
End Date	N/A

Hours of Work	36.25
Grade	D62
Salary Scale	\$106,214 - \$169,666
Hiring Salary Range	\$106,214 - \$137,940
TA Specialist	-
Posting Date	March 11, 2025
Application Close Date	March 24, 2025

- Equivalent experience or a combination of equivalent experience and education may be accepted in place of education.
- As part of the selection process, candidates may be required to complete an occupational assessment.
- Applications will only be accepted online through Toronto Metropolitan University's career site.
- We will provide an accessible experience for applicants, students, employees, and members of the Toronto Metropolitan University community. We are committed to providing an inclusive and barrier-free work environment, starting with the recruitment process. If you have restrictions that need to be accommodated to fully participate in any phase of the recruitment process, please submit your request through the [AskHR webform](#). All information received in relation to accommodation will be kept confidential.