#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Recruitment & Business Development Coordinator

**Job Number:** A-400 | VIP: 1583

**Band:** OPSEU- 8

**Department:** Student Housing

**Supervisor Title:** Assistant Director, Business Services & Initatives

**Last Reviewed:**  May 17, 2023

#### **Job Purpose:**

Under the general direction of the Assistant Director, Business Services & Initiatives, the Recruitment & Business Development Coordinator is responsible for the delivery of comprehensive promotion and marketing tactics that align with the University communications plan. This position will provide support to all areas of the department including special events and development programs to generate revenue to engage students and ensure an exceptional living experience.

#### Key Activities:

##### Recruitment & Promotions

* Liaise and collaborate with the Communications Office to:
  + Ensure compliance with Trent branding guidelines in presenting a professional and consistent image to all stakeholders across various communication channels.
  + Identify and act on opportunities to proactively tell the Trent story and support reputation and profile enhancement.
  + Reinforce strategic objectives, key messages to differentiate Trent from other universities through execution of a content plan to enhance the brand strategy.
  + Develop an annual communications strategy and plan.
  + Lead the development and coordination of clear and compelling content for various audiences and challenges (i.e., social, videos, blogs, articles, speaking points).
  + Promote residence and off-campus housing.
* Coordinate communications and messaging within the department supporting residence life, off-campus housing, special events, recruitment, admissions, operations, and facilities.
* Coordinate content for the departmental communications plan to align with business objectives to enhance staff understanding and engagement levels.
* Report on signature events and produce and disseminate content to promote the residential experience.
* Provide writing and editing support for the department on external communications.
* Liaise and collaborative with the Recruitment & Admissions Office to:
  + Coordinate the annual recruitment and marketing plan with the purpose of maximizing residence occupancy in the residences to prospect and current students and guests.
  + Oversee the integrity of branding and visual identity guidelines and acts as a resource to departmental staff on these standards across the department.
  + Utilize graphic design tools, conceptualizes, designs, produces and distributes a wide variety of materials aligned with Trent branding for all department programs.
  + Compose all departmental print, digital, and electronic promotional content for including editing and up to date information on residence for other department’s materials (e.g., Registrar’s Office, Recruitment, Orientation)
  + Coordinate the department social media channels to engage a variety of audiences and publish messaging to channels.
* Recruit, hire, train and supervise a team of student workers to create digital content to support recruitment, promotion and business development efforts.
* Research best practices, trends, new strategies and implement strategies to engage various audiences.
* Direct the work of external vendors in the development of publications and ensures that materials meet stated goals, and University guidelines and standards.
* Work to source photographs and other images for print and electronic publications, using both internal and external sources, maintaining a library of content.
* Present to a wide variety of audiences. Provide training for recruitment staff on housing program, deadlines, application processes, and benefits of the residential living experience.
* Develop tools and templates for all content to ensure consistency.
* Assesses effectiveness of communications, marketing, and recruitment programs on an ongoing basis.
* Perform other graphic design and production tasks as assigned.

##### Business Development & Revenue Generation

* Collaborate with campus ancillary service partners (food, conferences, hospitality, TrentU card, print, mail, parking, bookstore) to continuously improve service delivery and enhance revenue generating activities.
* Measure and evaluate the consumption of services by residents/guests/visitors to develop new strategies to ensure optimal value and maximize sales volumes.
* Consult with students and stakeholders to research and develop new services to improve the student/participant experience, add value, and achieve revenue generation targets.
* Develop business plan proposals working with the Financial Officer to articulate resource investments.
* Contribute to the 5-year Housing Operational Plan to introduce new revenue and/or value generating programs/services.
* Lead the conceptualization, design, promotion, implementation, and evaluation of new or enhanced programs/services working with departmental staff and campus partners.

##### Special Events

* Collaborative with campus partners (i.e., Recruitment & Admissions) to coordinate all recruitment events for the department, ensuring the department is well represented.
* Special events include, but are not limited to, coordinating all materials, supplies, tours, and staffing/volunteers for recruitment activities, including webinars, Open House, Tours Plus events, and Ontario University Fair teams.
* Conceptualize, design, and deliver exceptional student/participant experience for departmental signature events.
* Effectively liaise with colleagues in Communications to plan, initiate and produce content to promote the event including monitoring digital channels to foster engagement.
* Lead all aspects of specific university hosted recruitment events and activities including, but not limited to, the planning, promotion, communication, logistics, budgeting, and on the day coordination.
* Initiate and chair all planning meetings with stakeholders to develop resources and coordinate activities.
* Identify space requirements and manage event-related facility bookings.
* Act as a resource to departmental staff to support the delivery of residence community events, providing training, guidance, and event development resources.
* Recruit, orient and lead event staff, and volunteers.
* Liaise with external supplies as required to secure products and services.
* Coordinates and adheres to department risk management efforts for all outreach programming and special events.

##### Other

* Serve as a contributing member of the Student Housing & Residence Life department on collaborative work, meetings, project teams and initiatives.
* Uphold the Residence agreement and related University policies to ensure the safety and enjoyment of the residence community.
* Work proactively to gather, share, and disseminate information to students/occupants, staff, campus partners and stakeholders.
* Research best practices, participate in professional associations/organization and engage with institutional partners.
* Work with the Financial Officer to monitor expenses and make budget submission recommendations.
* Maintain and regularly update the procedures library and make recommendations to the Assistant Director with regards to suggested revisions or changes
* Engage in program and service evaluation analyzing data to make evidence-based decisions to improve services.
* Collaborate with stakeholders and consult with Housing Advisory Committee to review and update Student Housing policies related to areas of responsibility.
* Lead special projects and initiatives as assigned by the Assistant Director, or other members of the Housing Leadership Team.
* Be knowledgeable of emergency response procedures and implement as required.
* Some evening and weekend work required.
* Other duties as assigned.

#### Education Required:

* Honours Bachelor’s Degree (4 year) in a relevant program, such as Marketing or Business Administration; or Honours Degree with a Post-Graduate Certificate or Master’s Degree in relevant program
* Special Events or Festivals Certification preferred.

#### Experience/Qualifications Required:

* Minimum three (3) to four (4) years’ experience in professional marketing and/or business development with demonstrated proficiency with promotions/sales, public speaking, design and branding, digital content (web, social, video) and exceptional communication skills.
* Experience developing, promoting, and executing events aimed at enhancing the student and guest experience.
* Experience recruiting, developing, and mentoring staff and volunteers.
* Demonstrated experience in assessment practices, data analysis and reporting.
* Experience collaborating with partners to coordinate and organize special events for students, staff, guests, and visitors.
* Demonstrated knowledge and experience in marking and understanding of target audiences.
* Knowledge of communications, marketing, and social media content development.
* Proficient in Adobe Suite, MS Office, HTML.
* Knowledge of post-secondary and residence recruitment, marketing, communications, admissions, and ancillary operations.
* Strong understanding of student and/or residence life in a post-secondary environment.
* Working knowledge of the Freedom of Information and Protection of Privacy Act and implementation.
* Superior strategic and creative writing, editing, presentation, content generation and storytelling skills.
* Superior conceptual skills and the ability to collaborate creatively and consult with a variety of stakeholders and partners.
* Ability to manage diverse projects and shifting priorities within tight timelines.
* Conversant with new media technologies, social media, photography, videography to deliver a content strategy.
* Demonstrated ability to exercise judgment and use initiative in applying and interpreting a variety of procedures, policies, and practices.
* Excellent written and oral communication skills, tact, and patience.
* Excellent listening and interpersonal skills.
* Logical and efficient.
* Highly self-motivated and directed.
* Ability to effectively prioritize and execute tasks in a high-pressure environment.
* Strong student-centric orientation.
* Demonstrated ability to work independently and successfully in a team oriented, collaborative environment.
* Valid class “G” driver’s license.
* Must be able to work evenings and weekends where required.

#### Supervision:

The incumbent will:

* Supervise and direct the activities of student employees responsible for social media.
* Provide training, guidance, and direction, assigned and monitoring work for accuracy and completion and providing input into staffing decisions and performance evaluations.
* Act in a consultancy role related to communications, marketing, special events and business development.
* Develop workplans (i.e., identifying work requirements of the unit and dividing work).
* Lead project teams or working groups towards a defined objective.

**Job Evaluation Factors:**

##### Analytical Reasoning

Analysis is required in examining and evaluating the complex, multi-faceted needs and concerns of the department and campus partners by clarifying student, staff and business operating requirements, evaluating established procedures and practices internal and external to the department.

The incumbent will lead the response to operational, service and project related issues and concerns that arise with the independence and expectation to resolve problems. This work will include making decisions collaborating with other departments and across the Housing Services team. Where necessary, the incumbent will establish work priorities to ensure execution and delivery of services.

The output of work is very public in nature and special attention must be adhered to ensuring the accuracy of work that is published in the public domain while ensuring alignment with university wide communication, recruitment, and marketing tactics. Intense conceptual thinking is required to define the correct path for successful project management (e.g., recruitment marketing strategy, planning, communications). Analytical reasoning is required in the conceptualization, analysis, and implementation of new or enhanced services offerings to evaluate user needs, develop business cases, sales strategies and tactics.

For example, the incumbent is responsible for overseeing and coordinating an integrated communications and marketing plan for Housing Services that aligns with the institutional strategy and direction (Durham Residence recruitment plan). This strategy will require the development and coordination of multiple simultaneous projects. The incumbent will further provide support and services across the department to promote prospective student tactics and increase current student engagement. Depending on the strategic priorities of the University, last minute additions/revisions to established plans will occur and require adjustments to achieve goals.

##### Decision Making

Position will operate with a high level of autonomy and independence to execute responsibilities and lead related projects demonstrating diversity in types and complexity of decisions. The incumbent will establish the framework and process to execute the work often operating within established practices but within defined policies.

The incumbent will lead the response to communications and recruitment issues that arise with the independence and expectation to resolve problems. This work will include making decisions collaborating with other departments and across the Housing Services team. Where necessary, the incumbent will establish work priorities to ensure execution and delivery of services.

For example, the incumbent will lead the coordination of the recruitment special events (Open House) and will be required to make decisions related to resources, staff roles and responsibilities, create/compile content, coordinate logistics, disseminate related information and resolve issues that arise during the event.

##### Impact

Decisions taken by the incumbent have the potential of impacting the reputation and public image of the University. Improper communications and marketing can impact residence applications and broader university enrolment. Failure to conceive and implement new or enhance revenue generating activities can impact the financial performance of the department.

Example:

This position is responsible for producing a variety of critical communications materials to diverse audiences through the web, print and social media. Poorly written or conceived messaging and materials can lead to dissatisfaction of these audiences (including prospective students and applicants) and potentially damage the University’s reputation and ability to attract students. Ideas and proposals are discussed with and approved by the Manager.

##### Responsibility for the Work of Others

Direct Responsibility

* Social Media Assistants – Hiring, selection and supervision
* Special Event Student Staff – Hiring, selection and supervision