**Department of Human Resources**

**OPSEU Job Description**

**Job Title:** Enrolment Advisor

**Job Number:** A-090

**NOC:** 1221

**Band:** 7

**Department:** Recruitment & Admissions

**Supervisor Title:** Manager, Recruitment

**Last Reviewed:** September 18th, 2008

**Job Purpose**

Under the general direction of the manager, recruitment, provides liaison and recruitment services in a variety of educational, community and professional settings. Working within a specific geographic territory within Ontario (and potentially, within Canada), is primarily responsible for achieving the applicant and enrolment goals and targets of the assigned region.

**Key Activities**

1. Markets Trent by establishing relationships with prospective students, their parents and the guidance community within their region and communicating information regarding admissibility to all academic programs, the receipt of financial aid, scholarships, college admissions and residences and other services which act as major factors in the choice of a post-secondary institution.
2. Implements the University’s territorial recruitment strategies by representing those qualities about Trent that will ensure the interests of both potential students and the University are being met. This is partially accomplished by representing Trent during extensive visits to high schools and colleges throughout Ontario (and possibly Canada) during which presentations are made to groups of prospective students, counsellors, teachers and parents.
3. Reports on trends in post-secondary education; develops and maintains a network of contacts and resources in the colleges and high schools in order to provide feedback to those responsible for policy development and the setting of recruitment priorities for the University.
4. Establishes methods of collecting prospect data for analysis and follow-up and as needed, adapts methods for data collection and use to ensure evolving best practices.
5. Assists with the development of surveys, questionnaires and other tools as they relate to the gathering of key information relevant to both prospect and enrolment management planning.
6. Ensures that recruitment strategies within territory are followed through, assessed regularly, adapted when necessary and when needed that new initiatives are introduced. Is also responsible for maintaining and archiving all files used for the purposes of completing and measuring assigned territory recruitment activities. Is primary contact for all prospects of the territory assigned.
7. Works with database systems to ensure timely communication and good relationship building with prospects.
8. Assists with the preparation and writing of marketing materials.
9. Assists with the logistical planning and coordination of open house, campus tours, and other public events.
10. Assists, supports and participates in all conversion activities and supervises student assistants with territory-specific conversion activities, as well as all public events both on Campus, and throughout territory assigned.
11. Represents the Office of Recruitment & Admissions internally to the Trent Community, and represents Trent University externally, as required.
12. Other duties as assigned.

**Analytical Reasoning**

Knowledge of marketing strategies and demonstrated excellent marketing skills required, with at least one year of directly related experience.

Extensive knowledge of secondary and post-secondary educational systems is required, including knowledge of academic offerings, admissions requirements and other related areas; must have at least one year of directly related experience in the area of post-secondary admissions.

Understanding of strategic enrolment management principles and practices required.

**Decision Making**

Ability to work both independently and co-operatively as part of a high functioning and professional team.

Must be available to travel full-time for up to 40 weeks per year, including regular travel on weekends, evenings and often on short notice.

Excellent and demonstrated organizational skills, including demonstrated ability to coordinate and plan events over an annual time period.

**Impact**

This position requires an outgoing, sincere personality; a high level of energy; and superior skills in the provision of excellent customer and/or student services.

Ability in a variety of settings, exercising tact, diplomacy and patience, often in stressful situations.

**Education**

General University Degree (3 year) within the last 5 years. Preference given to candidates with educational experience at Trent University.

**Experience Required**

At least one year recruiting experience.

Excellent and demonstrated marketing skills; at least two years of public speaking experience required.

Excellent verbal and written communication skills required.

Excellent knowledge and direct experience with recruitment media and the use of database technologies for marketing purposes.

**Responsibility for the Work of Others**

Direct Responsibility

This position requires management of student employees

**Communication**

Internal:

* Registrar’s staff, Academic departments, all service departments.

External:

* High school guidance counselors and principals; liaison and recruiting staff from other Ontario and Canadian Universities and Colleges; College advisors; Ontario University Fair personnel; high school students and parents.

**Motor/ Sensory Skills**

Motor Skills:

Must hold a valid Ontario (or equivalent) Driver’s Licence – Class ‘G’ minimum with at least three years driving experience and a good driving record; as a condition of employment, verification of competency is required by producing an original Province of Ontario driver’s abstract, current to within 30 days of the date of the conditional job offer.

Must be physically able to lift and carry up to 50 lbs.

Must provide a current driver abstract upon being offered the position.

Sensory Skills:

* Positivity and Empathy - Recruiting interactions
* Listening skills
* Strong presentation skills

**Effort**

Mental:

* Ability to anticipate student and parent questions.
* Ability to develop broad and in-depth knowledge base about Trent University and about post-secondary education in Canada and beyond.
* Computer literacy, data assessment abilities.
* Ability to sustain focus and cordial relations for long periods of time and with many different people.

Physical:

* Ability walk, stand, and converse for long periods.
* Ability to maintain focus for long distance driving.

**Working Conditions**

Physical:

* Multiple locations, often changing daily or within the day.
* Exposure to highway driving, multiple hotel rooms, schools etc.
* Difficult to predict conditions from day-to-day.

Psychological:

* Responding to people under stress about their future.
* Many deadlines and pressure points to meet targets for recruitment and conversion of student applications.