**Department of Human Resources**

**OPSEU Job Description**

**Job Title:** Trent-Fleming Student Outreach Facilitator

**Job Number:** A-358

**NOC:** 4212

**Band:** 6

**Department:** Recruitment and Admissions

**Supervisor Title:** Manager of Recruitment

**Last Reviewed:** June 13, 2018

**Job Purpose**

Working under the supervision of the Trent Manager of Recruitment, with support from the Fleming College Manager of Student Recruitment, this position provides outreach to potential students who may not consider post-secondary education to be an option. The position will work closely with guidance counsellors, teachers, community groups and individuals to identify potential students who have been marginalized, and to help increase participation rates among under-represented groups, primarily in the Peterborough-Kawartha catchment area, with some activity in the Durham region. Specifically, this position will work to increase PSE participation among individuals identified as likely to experience greater difficulty accessing PSE: first-generation, rural, racialized, LGBT+ new Canadians, people with disabilities, crown wards and fostered/CAS-supported youth individuals with lower high school GPAs or those returning to education. This position will also support existing staff on Indigenous student recruitment.

This position is funded through a joint Trent-Fleming Ontario Postsecondary Access and Inclusion Program grant, which may be renewable.

**Key Activities**

1. Represents Trent University and Fleming College as a key contact for under-represented students and their families/supporters.
2. Engages with potential students, family members/supporters, guidance counsellors, teachers, and community groups to identify and work with potential students on the margins regarding the accessibility of PSE and ways to overcome barriers.
3. The incumbent will communicate information regarding admissibility to PSE in general, with a focus on all Trent and Fleming academic programs, eligibility for and access to financial aid, scholarships, and student services, which act as major factors in the choice of a post-secondary institution.
4. Works directly with under-represented youth, in small groups or one-to-one, to aid them in completing their online application to University and/or College
5. Plans, in consultation with the Trent and Fleming Recruitment offices, recruitment trips to schools, community groups, rural communities, and other places where there are concentrated populations of potential students on the margin.
6. Works directly with high school teachers, counselors and administration to identify students who have the potential to attend PSE but who may not consider it a viable option.
7. Works with recruitment on both campuses to invite potential students and their families/supporters to each campus for tours, open house events, workshops, and opportunities to meet with current students, with a focus on demonstrating accessibility and enabling these individuals to see themselves as future students.
8. Coordinates with the recruitment and student services on the development of communications and marketing materials for under-represented prospects and applicants, including messaging around transition/retention supports and financial aid.
9. Maintains a clear and appropriate social media presence marketing Trent University and Fleming College through electronic media.
10. Follows the established methods of collecting prospect data for analysis and follow-up, including brief evaluations of the effectiveness of communicating PSE as a viable option.
11. Ensures that recruitment strategies and practices are utilized and assessed regularly, adapted when necessary and that new initiatives are introduced. Is also responsible for maintaining and archiving all files used for the purposes of completing and measuring recruitment activities with under-represented students.
12. Assists with the development and implementation of surveys, questionnaires and other tools as they relate to the gathering of key information relevant to both prospect and enrolment management planning.
13. Researches educational markets and schools with under-represented student enrolment including in more rural areas, in support of Trent and Fleming’s recruitment and retention strategy for under-represented students.
14. Supervises student assistants with calling campaigns and recruitment initiatives.
15. Supports student application process and arrival process.
16. Other duties as assigned.

**Education**

General University Degree (3 year). Ideally, also a graduate of a College program.

**Experience Required**

1. A clear and demonstrable understanding of post-secondary access and transitional challenges specifically for under-represented demographics, including first-generation, rural, racialized, LGBT+, new Canadians, people with disabilities, crown wards and fostered/CAS-supported youth individuals with lower high school GPAs, or those returning to education.
2. A strong understanding of effective communication with individuals who are unfamiliar with PSE or who have not considered PSE as an option for themselves or their children.
3. Excellent and demonstrated marketing skills; at least two years of public speaking experience required. Must have a minimum of one year of directly related experience and knowledge of marketing strategies and demonstrated excellent marketing skills required; excellent knowledge and direct experience with recruitment media and the use of database technologies for marketing purposes.
4. Extensive knowledge of secondary and post-secondary educational systems is required, including knowledge of academic offerings, admissions requirements and processes, as well as other related areas.
5. Excellent and demonstrated organizational skills, including demonstrated ability to coordinate and plan events quickly and within a set budget.
6. Excellent verbal and written communication skills required.
7. Ability to work independently, with indirect supervision
8. This position requires an outgoing and sincere personality, a high level of energy, and superior skills in customer service.
9. Ability to work in a variety of settings, exercising tact, diplomacy and patience, sometimes in stressful situations.
10. 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.
11. Must be available to travel full-time for approximately 12 consecutive weeks in the fall/winter.
12. Must be able to provide a vulnerable sector screen criminal record check.
13. Must be available to work on weekends and evenings and be flexible and responsive to working on an event or activity with short notice.
14. Ability to work independently and co-operatively as part of a high functioning and professional team.
15. Must be physically able to regularly lift and carry boxes and recruitment set up and supplies of up to 30 lbs.
16. Must have a cell phone and laptop computer