**Department of Human Resources**

**OPESU Job Description**

**Job Title:**  Enrolment Associate

**Job Number:**  A-364

**Band:** 6

**NOC:**  1221

**Department:** Recruitment & Admissions, Trent University Durham

**Supervisor Title:** Manager, Student Recruitment

 Head, Trent University Durham

**Last Reviewed:** August 20, 2018

**Job Purpose**

Under the general direction of the Manager, Student Recruitment, and in close consultation with the Head of Trent University Durham GTA, provides recruitment services in a variety of educational, community and professional settings to promote Trent University Durham GTA. Is primarily responsible for activities and events that support enrolment growth at the Durham GTA campus. Works collaboratively with faculty and staff at the Durham GTA campus to build partnerships and raise awareness about Trent University Durham GTA.

**Key Activities**

1. Markets Trent University Durham GTA by establishing relationships with prospective students, their parents and the guidance community.
2. Communicates 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.
3. Meets with potential students to consult, guide and refer their enquiries to appropriate support services and resources as needed.
4. Communicates directly with the Head, Trent University Durham GTA throughout the prospective student cycle to provide updates, and review and collaborate on activities.
5. Supports the Manager of Student Recruitment in scheduling and training the appropriate student staff for recruitment activities and events.
6. Assists with the University’s territorial recruitment strategies by representing those qualities about Trent University Durham GTA that will ensure the interests of both potential students and the University are being met. This is partially accomplished by representing Trent during visits to high schools and colleges throughout Ontario to meet with prospective students, counsellors, teachers and parents.
7. Provides admissions support to prospects and applicants at the Durham GTA campus; through assistance with applications and assessing documentation required for admissions and acceptance.
8. Provides logistical support to the Manager of Student Recruitment on all recruitment and admissions activities and events including: booking and coordination of internal and external classrooms, event spaces, catering, parking, audio visual and signage. Completion and submission of special event applications, licenses, site plans, and ensures they are on file and available at appropriate events.
9. Responsible for overseeing event resources, including signage, swag, event supplies and goods; maintains inventory and tracking of resources.
10. Assists with tracking registrations and follow up communication with event attendees as well as preparing and sending follow up surveys for events and tracking responses and results.
11. Supports the Manager of Student Recruitment in requests and communication with staff, faculty and current students concerning their role in recruitment activities and events.
12. Other duties as assigned.

**Education Required**

General University Degree (3 year) within the last 5 years.

Preference given to candidates with educational experience at Trent University Durham. College diploma in event management beneficial.

**Experience Required**

* Excellent and demonstrated marketing skills; at least two years of public speaking experience required. At least one year recruiting experience.
* Understanding of strategic enrolment management principles and practices required.
* Excellent verbal and written communication skills required.
* Knowledge of marketing strategies and demonstrated excellent marketing skills required, with at least one year of directly related experience.
* Excellent knowledge and direct experience with recruitment media and the use of database technologies for marketing purposes.
* 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.
* 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.
* Experience planning and executing major events with well-honed logistics management skills.
* Strong ability to multitask and make sound decisions under pressure.
* Excellent computing skills (Microsoft Office, Word, Excel, PowerPoint, critical paths, e-mail, internet, web content management).
* 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.
* Ability to work both independently and co-operatively as part of a high functioning and professional team.
* Must be physically able to lift and carry up to 50 lbs.
* Evening and weekend work will be required.