#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** International Enrolment Advisor

**Job Number:** A-377 | VIP: 1522

**Band:** OPSEU- 7

**Department:** Trent International

**Supervisor Title:** International Recruitment Manager

**Last Reviewed:**  June 21, 2022

#### **Job Purpose:**

Under the general direction of the International Recruitment Manager provides liaison and recruitment services in a variety of educational, community and professional settings. Working within a specific set of settings with international prospects within Ontario and is primarily responsible for achieving the international applicant and enrolment goals and targets of Ontario, with the aim of increasing student retention and ensuring their academic success.

#### 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 international 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 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 Ontario 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 recruitment activities. Is primary contact for all prospects of Ontario.
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 public events both on Campus and throughout Ontario
11. Represents the Trent International Recruitment & Admissions internally to the Trent Community, and represents Trent University externally, as required.
12. Other duties as assigned.

#### Education Required:

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

#### Experience/Qualifications Required:

* At least one-year of recruiting experience or a combination of related education and experience.
* Excellent and demonstrated marketing skills; at least two years of public speaking experience required.
* Excellent verbal and written communication skills are required.
* Excellent knowledge and direct experience with recruitment media and the use of database technologies for marketing purposes.
* Second language other than French is preferred.

**Job Evaluation Factors:**

**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 is required.

**Decision Making**

Ability to work both independently and cooperatively 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.

**Responsibility for the Work of Others**

None

**Communication**

Internal:

* Trent International team, enrolment staff, Academic departments, and all service departments.

External:

* High school guidance counsellors 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 License – Class ‘G2’ minimum with at least two years of 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.

Sensory Skills:

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

**Effort**

Mental:

* Ability to anticipate student and parent questions.
* Ability to develop a 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 to walk, stand, and converse for long periods.
* Ability to maintain focus for long-distance driving.
* Must be physically able to lift and carry up to 50 lbs.

**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.