#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Indigenous Enrolment Advisor

**Job Number:** A-233 | VIP: 1331

**Band:** OPSEU- 7

**NOC:** 1221

**Department:** First Peoples House of Learning

**Supervisor Title:** Director, First Peoples House of Learning

**Last Reviewed:**  July 28, 2021

#### **Job Purpose:**

Working under the supervision of the Director, First Peoples House of Learning, provides liaison and recruitment services in a variety of educational, community and professional settings toward achieving Trent’s applicant and enrolment goals and targets for Indigenous students. The Indigenous Enrolment Advisor works collaboratively with staff in Recruitment & Admissions and the First Peoples House of Learning to build partnerships and awareness about the opportunities for prospective Indigenous students at Trent.

#### Key Activities:

* Represents Trent University and First Peoples House of Learning as the primary contact for all prospective Indigenous students.
* Engages with potential Indigenous students by travelling regularly from September to April with the Aboriginal Post Secondary Information Program (APSIP). The incumbent will establish and build relationships with prospective students and their guardians, First Nations education offices, Indigenous organizations, and the education guidance community. The incumbent will communicate information regarding admissibility to all academic programs, the receipt of financial aid, scholarships, residences and other services, which act as major factors in the choice of a post-secondary institution.
* Plans, in consultation with the Director, First Peoples House of Learning, recruitment trips to schools, friendship centres, First Nations etc., and other places where there are concentrated populations of Indigenous people.
* Works directly with high school teachers, counsellors and administration –including Indigenous Education Counsellors- to identify students who would be qualified to attend on campus recruitment activities.
* Coordinates with the Chanie Wenjack School and the Director on the development of communications and marketing materials for Indigenous prospects and applicants.
* Maintains a clear and appropriate social media presence marketing Trent University through electronic media.
* Supports all Trent recruitment and transition activities such as orientation sessions, early move-in, Trent University open house, calling campaign campus tours, applicant receptions, and targeted high school visits.
* Follows the established methods of collecting prospect data for analysis and follow-up.
* 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 Indigenous students.
* 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.
* Researches educational markets and schools with Indigenous student enrolment and within First Nations Communities in support of Trent’s recruitment and retention strategy for Indigenous students.
* Supervises student assistants with calling campaigns and summer recruitment initiatives.
* Supports student application process and arrival process.
* Assists the Student Success Coordinator with Foundations of Indigenous Learning applications and transition planning.

Other duties as assigned

#### Education Required:

College Diploma (2 years) required, General University (minimum 3 years) preferred

#### Experience/Qualifications Required:

1. 3 years of related experience required with 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.
2. A clear and demonstrable understanding of Indigenous post-secondary transitional challenges.
3. A strong understanding of Indigenous knowledge systems and First Nations community relationship building practices and protocols.
4. Excellent and demonstrated marketing skills;
5. Extensive knowledge of secondary and post-secondary educational systems is required, including knowledge of academic offerings, admissions requirements and other related areas.
6. Excellent and demonstrated organizational skills, including demonstrated ability to coordinate and plan events quickly and within a set budget.
7. Excellent verbal and written communication skills required.
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, often 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 available to work on weekends and evenings and be flexible and responsive to working on an event or activity with short notice.
13. Ability to work independently and co-operatively as part of a high functioning and professional team.
14. Must be physically able to regularly lift and carry boxes and recruitment set up and supplies of up to 80 lbs.

#### Supervision:

* Supervise and direct the activities of student employees