#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Enrolment Advisor

**Job Number:** A-243 | VIP: 1320

**Band:** OPSEU- 7

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

**Supervisor Title:** Manager, Student Recruitment / Dean & Head of Trent Durham

**Last Reviewed:**  May 29, 2018

#### **Job Purpose:**

Under the general direction of the Manager, Student Recruitment, and in close consultation with the Dean & Head of Trent Durham, provides liaison and recruitment services in a variety of educational, community and professional settings to promote Trent University Durham GTA. Working mainly within the Durham and surrounding territories, is primarily responsible for activities and initiatives 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 mainly within the Durham area. 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.
2. In collaboration with the Manager, Student Recruitment, and the Dean & Head of Trent Durham, will develop strategies and offer scenarios to ensure that enrolment targets for specific programs are met.
3. Communicates directly with the Dean & Head of Trent Durham throughout the prospective student cycle to provide updates, and review and collaborate on activities.
4. Coordinates Trent University Durham GTA recruitment activities, such as open house events, campus tours, guidance counsellor meetings and special campus visits and lectures,
5. 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 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. Meets with potential students to consult, guide, and refer their enquiries to appropriate support services and resources as needed.
6. Provides on the spot admissions support to prospects and applicants at the Durham GTA campus; through assistance with applications and assessing documentation required for admissions and acceptance.
7. Evaluates and ensures the timely processing of all categories of undergraduate applications, including but not limited to secondary school, college and university transfer, mature students and out of province.  Is responsible for entering admissions decisions into the student information system and for updating individual applicant status on same.
8. Assists, supports, and participates in all conversion activities and supervises student assistants with regards to specific activities, such as Durham GTA campus tours and applicant contact campaigns, as well as all public events both on the Durham GTA Campus, and throughout territory assigned.
9. 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. 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.
10. 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.
11. 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 Durham territory assigned.
12. Works with database systems to ensure timely communication and good relationship building with prospects.
13. Assists with the writing and production of html e-mails, posters, and other marketing materials.
14. Acts as a key contact for staff involved in fielding Trent University Durham GTA enquiries and provides updates and training regarding Trent University Durham GTA programs and services as needed.
15. Participates in Trent University recruitment and conversion events and activities, as assigned.
16. Represents the Office of Recruitment & Admissions internally to the Trent Community, and represents Trent University externally, as required.
17. 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.

#### Experience/Qualifications 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 and demonstrated organizational skills, including demonstrated ability to coordinate and plan events over an annual time period.
* 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.
* Must hold a valid Ontario (or equivalent) Driver’s License – 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.

**Job Evaluation Factors:**

**Responsibility for the Work of Others**

Direct Responsibility

Student Employee(s)