#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Enrolment Advisor – Events Coordinator

**Job Number:** A-373 | VIP-1498

**Band:** OPSEU-8

**NOC:** 1221

**Department:** Recruitment & Admissions

**Supervisor Title:** Manager, Recruitment

**Last Reviewed:**  March 26, 2019

Job Purpose

Under the general direction of the manager, student recruitment, coordinates all recruitment events at both Trent campuses, including but not limited to Open House, President’s Distinguished Scholars Dinner, Tours Plus, guidance counsellor breakfasts and Guidance Dialogues, the Ontario Universities’ Fair and applicant receptions. Provides additional recruitment services in a variety of educational, community and professional settings in order to achieve the applicant and enrolment goals and targets.

Key Activities:

1. Responsible for keeping accurate budget for each individual recruitment event.
2. Responsible for setting, communicating and maintaining timelines in order to ensure key event deadlines are met.
3. Maintain detailed notes and records, including planning meetings minutes, invoices, feedback and suggestions and key event details for each individual event to ensure transparency for future events.
4. Develop communication drafts for both internal and external parties regarding key event information and details in a timely manner via phone, email, website or official media releases.
5. Update key event information on all internal and external sites, including but not limited to: eINFO, community based events calendars, Trent website and Trent internal events calendar.
6. Liaise with external vendors for event supplies; including but not limited to catering, swag, equipment and vehicle rental.
7. Conduct site visits of potential event locations, both on campus and off-campus prior to the event.
8. Responsible for overviewing each event to ensure it complies with the university’s Risk Management strategies and work with the appropriate departments to ensure security measures are developed for each event when needed.
9. Actively works to recruit and train student, staff and faculty volunteers for each event and ensure timely communication is conducted regarding training sessions, event details, roles and responsibilities, and scheduling.
10. Markets Trent by establishing relationships with prospective students, their parents and the guidance community 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.
11. Represents Trent during 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.
12. Establishes methods of collecting prospect data pertaining to all recruitment events for analysis and follow-up and as needed, adapts methods for data collection and use to ensure evolving best practices.
13. Develops event specific surveys, questionnaires and other tools as they relate to the gathering of key information relevant to both prospect and enrolment management planning.
14. Works with database systems to ensure timely communication and good relationship building with prospects.
15. Assists with the preparation and writing of marketing materials.
16. Assists, supports and participates in all conversion activities and supervises student assistants
17. Represents the Office of Recruitment & Admissions internally to the Trent Community, and represents Trent University externally, as required.
18. Other duties as assigned.

#### Education Required:

General University Degree (3 year) within the last 10 years, in a relevant program, such as marketing, business, education or psychology. Preference given to candidates with educational experience at Trent University.

Candidate will also have post graduate Event Management Certificate or equivalent education.

#### Experience/Qualifications Required:

* At least two years minimum direct experience organizing large scale events.
* At least two years minimum experience managing large teams of staff and/or volunteers.
* Excellent and demonstrated marketing skills; at least two years of public speaking experience required.
* Excellent verbal and written communication skills required.
* Ability to manage diverse projects and shifting priorities within tight timelines.
* Proficiency with computer systems, including word processing, spreadsheets, data sheets, web content management systems, Excel database and/or gantt charts and event management registration databases.

**Job Evaluation Factors:**

**Analytical Reasoning**

* Knowledge of marketing strategies and demonstrated event management skills required, with at least two years of directly related experience.
* Extensive knowledge of the event planning process, management and operations from beginning to end.
* Understanding of strategic enrolment management principles and practices required.
* Ability to analyse client and staff needs relating to events and creatively problem solve in a timely manner, often in high stress situations such as large scale events involving the entire university

**Decision Making**

* Ability to work both independently and co-operatively as part of a high functioning and professional team.
* Excellent and demonstrated organizational skills, including demonstrated ability to coordinate and plan events over an annual time period.
* Ability to quickly problem solve and make on-site decisions affecting large groups of people in an often high stress environment.
* Ability to successfully coordinate a team of volunteers (between 10 – 400 people).

**Impact**

* Ability to coordinate large scale events that influence the reputation of the university and directly impact the annual enrolment of new students and the annual budget.
* Demonstrated ability to use appropriate judgement, initiative, tact, patience, diplomacy and discretion.
* Exemplary interpersonal, communications, conflict resolution skills with abilities to build bridges between stakeholder groups and individuals.

**Responsibility for the Work Others**

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* This position requires management of student employees; the hiring, management and mentoring of event interns at both campuses.

Indirect Responsibility

* This position requires management and organization of external vendors and suppliers for various on campus and off-campus events.
* This position requires organization of recruitment staff at both campuses as it pertains to events
* This position is required to give direction to faculty, staff and students for recruitment related functions at both campuses as well as to work seamlessly with key internal departments.

**Communication**

Internal:

* Registrar’s office, academic departments, all service departments.

External:

* High school guidance counselors and principals; recruitment staff from other Ontario and Canadian Universities and Colleges; College advisors; Ontario University Fair personnel; high school students and parents, suppliers, vendors and other external organizations relating to event management.

**Motor/ Sensory Skills**

Motor Skills:

* 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.
* Must be physically able to lift and carry up to 50 lbs.
* Must provide a current driver abstract upon being offered the position.

Sensory Skills:

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

**Effort**

Mental:

* Proactively be able to predict possible problem situations and create solutions/plans to implement if required
* Ability to fully draft event day overviews and conduct mental event walkthroughs to anticipate any challenges or problems to assess any risk management concerns.
* Ability to anticipate student and parent questions.
* Computer literacy, data assessment abilities.
* Ability to sustain focus and cordial relations for long periods of time and with many different people.

Physical:

* Physically able to lift, move or carry any event supplies, materials or furniture
* Ability walk, stand, and converse for long periods.
* Ability to maintain focus for long distance driving.

**Working Conditions**

Physical:

* Must be available to work on weekends, evenings and often on short notice.
* Multiple locations, often changing daily or within the day.
* Difficult to predict conditions from day-to-day.

Psychological:

* Meet important recruitment deadlines that have no flexibility.
* Responding to students, staff and faculty who have passionate opinions about key recruitment events.
* Responding to people under stress about their future.