#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Trent-ESL Recruitment & Programs Liaison

**Job Number:** A-410 | VIP: 1642

**Band:** OPSEU- 7

**Department:** Trent International

**Supervisor Title:** Manager, Trent-ESL / Director, Trent International

**Last Reviewed:**  March 1, 2023

#### **Job Purpose:**

Reporting to the Manager, Trent-ESL, and the Director, Trent International (TI), the Trent-ESL Recruitment and Programs Liaison ensures the success of Trent-ESL through stakeholder satisfaction with Trent-ESL processes and programs from recruitment to program completion. Trent-ESL programs include English for University, English for Short-term Groups, including GOOSE: International Youth Camp, and others which may be developed. Tasks range from marketing and recruitment to program operations, academic and administrative supports, and general responsibilities.

This position shares responsibility for marketing and recruitment by updating the Trent-ESL website and social media posts; and developing, distributing, and presenting brochures and marketing webinars. Some Canadian and international travel may be required.

Programs operations duties include coordinating enrolment, invoicing, planning, and organizing programming, and liaising with external service providers. Academic administration supports classroom functions by developing class lists, processing CUPE instructor hiring paperwork and uploading final marks among other duties. General coordination focuses on front-line service and collaborating with other Trent International staff.

As the Trent-ESL Recruitment and Programs Liaison shares responsibility for hiring, training, and supervision of student staff; for evaluating and approving program plans; and for supervising events and programs; evening and weekend work will be required in peak seasons.

All functions of this role ensure that students, staff, and external stakeholders receive excellent service and that Trent-ESL programs adhere to the standards set by Orion Canada for quality assurance as per the Languages Canada membership.

#### Key Activities:

***Marketing & Recruitment:***

1. Based on the direction of the Director, Trent International and in collaboration with the TI Marketing and Communications Coordinator, develops, distributes, and presents marketing materials, social media posts and webinars.
2. Builds relationships with partners and agents by delivering personalized webinars and presentations. Attends regular meetings with partners at different stages of the marketing and recruitment cycle, often outside regular office hours to accommodate for time zone differences.
3. Coordinates marketing and enrollment of summer programs to ensure minimum numbers. Works closely with partners to shape program activities based on group needs and preferences.
4. Assists TI Marketing and Communications Coordinator with keeping Trent-ESL website, social media accounts and electronic communications updated and relevant. Maintains Trent-ESL photo assets and testimonial database.
5. Markets Trent-ESL programs within Canada and internationally both digitally and in-person.
6. Assists in translation of marketing materials.
7. Responds to inquiries from agents, partners, and guidance counsellors in a timely manner and maintains positive relationships with external partners.
8. Liaises with prospective international students about Trent University through face-to-face, telephone, e-mail, social media, and other formats as part of recruitment and enrolment communications.

***Programs Operations:***

1. Collaborates in the general design of Professional English Programs and Summer Youth Camps.
2. Tracks English for University applicants. Communicates with incoming students and prepares for their arrival.
3. Collaborates with the Admissions team to track applications of special groups, advises on producing special Offer of Admission Letters, shares a list of ESL graduates each term and ensures that their status is changed in a timely manner.
4. Consults with the Immigration Advising team and prepares Letters of Invitation, letters of enrollment for English for University and special groups, and Custodianship Declaration Forms for traveling minors.
5. Pulls weekly IRIS reports to track the enrolment process and status of applicants for all Trent-ESL programs and special groups and communicate as part of a coordinated communications team.
6. Handles the administrative processes and communications related to student cohorts on scholarships or Short-term Groups. Creates and distributes required forms and letters. Tracks program registrations, admissions, arrivals and departures, waivers and consent forms, program requirements and student academic progress.
7. Coordinates student arrival and supports orientation and placement testing for new students.
8. Based on the direction of the Trent-ESL Manager, organizes and supports TI and ESL events and initiatives, including English for University and Short-term Group orientations; student activities, trips and excursions; visiting groups and delegations; and other programs. Books facilities, coordinates contracts, ensures safety standards and risk management protocols are defined and met, and manages budgets for these events.
9. Participates in the hiring of all student staff including summer programs staff and ensures that each program is staffed based on the direction from the Trent-ESL Manager and within available budget.
10. Trains and supervises all student program staff and interns, providing coaching and regular feedback, conducting performance evaluations, and managing any performance concerns or disciplinary issues under the guidance of the Trent-ESL manager.
11. Prepares invoices for English for University students and Short-term Groups and follows up on overdue accounts. Coordinates with Student Accounts regarding billing.
12. Liaises with Canada Homestay Network Relationship Manager (CHNRM) and coordinates the arrival, orientation, and departure processes of incoming students, and communicates any changes to program locations and timing with the CHNRM.

***Academic Administration:***

1. Supports a wide range of academic processes including assisting with the development of timetables and updating schedules as needed, and creating and managing class lists in consultation with the Manager.
2. Uses Colleague to request course sections, register and withdraw students, monitor Trent-ESL student accounts, upload final marks, and create reports for management each term. Creates new student accounts as required.
3. Uses Blackboard to communicate class changes, cancellations, and announcements to Trent-ESL students and inputs final grades into Grade Book.
4. Creates and manages online forms for continuing student registration, Promotion Test registration, course and program evaluation surveys, letter and transcript requests, and other forms when needed.
5. Processes requests for official letters and Trent-ESL transcripts. Creates graduation and completion certificates as required. Tracks associated charges to students.
6. Prepares Letters of Appointment for CUPE instructors. Prepares acceptance forms and calculations for Payroll. Manages CUPE seniority list for ESL instructors.

***General Responsibilities:***

1. Provides professional, front-line service to incoming, current and former students; staff and visitors in person, or via phone or email.
2. Acts as a first point of contact to address student needs and concerns, provides one-on-one assistance, and supports students’ transition from ESL into degree studies.
3. Works as part of a team environment to support the administrative and operational functioning of Trent-ESL within the TI office and to align all planning with program requirements.
4. Liaises and coordinates with other University departments as needed. Works with Housing, Room bookings, and Conferences and Hospitality to coordinate logistics around group arrival and departure, meals and accommodations, dietary restrictions and special needs, campus rooms and field bookings, and check-in/out processes. Works with Campus Safety to ensure that university policies are followed, and health and safety protocols are maintained. Coordinates with other departments to ensure that multiple on-campus programs co-exist without disruptions and that lines of communication exist between departments.
5. Handles confidential and sensitive information. Organizes and maintains physical and electronic files. Compiles statistics and information as required including program reports and the Languages Canada annual survey and re-accreditation audits.
6. Maintains office and program operations, equipment and supplies including distribution of ESL Publications and Handbooks.
7. Other duties as assigned.

#### Education Required:

* Honours University Degree (4 years) in a related field such as Business, Marketing, International Business or Education.
* Trent University Alumni preferred.

#### Experience/Qualifications Required:

* 2 years related professional experience.
* Experience in International Recruitment and in giving presentations to international audiences.
* Understanding of university processes and organization.
* Experience advising students on admission processes and requirements.
* Excellent interpersonal, cross-cultural, and oral communication skills; fluency in a second language other than French required. Spanish preferred.
* Excellent office operations and administrative experience.
* Excellent computer skills: Microsoft Office (Word, Excel, Access); internet/web and e-mail (Contribute, Outlook); experience with Trent’s student information database preferred (Colleague).
* Experience working directly with international post-secondary students, in a front-line capacity.
* Experience in developing a range of written and digital materials and documents.
* Experience in planning and delivering programs for adults and youth with accompanying risk management plans.
* Experience in hiring and supervising student staff.
* Experience dealing with multi-tasking in a fast-paced, multi-faceted post-secondary department environment.
* Must be able to take initiative, work efficiently both independently and in teams.
* Valid Ontario Driver's license (Class ‘G’ minimum) and access to a vehicle.
* Willingness and ability to work evenings, weekends, holidays and during scheduled University closures is required. Willingness to travel within Canada and internationally.
* Criminal Records Check, inclusive of Vulnerable Sectors Check (dated within the last 6 months) will be required as a condition of employment.