#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Graduate Enrolment Advisor

**Job Number:** A-479 | VIP: 1935

**Band:** OPSEU- 7

**Department:** Graduate Studies

**Supervisor Title:** Director, Graduate Studies

**Last Reviewed:**  July 28, 2023

#### **Job Purpose:**

Under the supervision of the Director, Graduate Studies, and with the indirect supervision of the Graduate Admissions Coordinator, the Graduate Enrolment Advisor is responsible for developing, implementing, and maintaining a systematic approach for recruitment of new students into all graduate programs; including recruitment event coordination. Supports admissions through application processing, admission condition checking, transcript assessment, verification of enrolment, tuition deposit management, deferral requests and support of admission processes for graduate program faculty, staff, and students.

The incumbent will be required to actively lead recruitment outreach and support admission processes in a timely, accurate, consistent, and equitable manner.

#### Key Activities:

##### Recruitment

* Market Trent by establishing relationships with prospective students and agents by communicating information about all graduate programs; including admission requirements, graduate funding and scholarships, application process and supports and services, which act as major factors in the choice of a graduate program.
* Book and attend graduate student recruitment events to promote Graduate Studies throughout the province, speaking to prospective students, career centre representatives, and others.
* Collaborate with Careerspace and Undergraduate Recruitment in planning and implementation of on campus recruitment events, such as Graduate Expo/Open House and Undergraduate Open House across both campuses.
* Field incoming emails, calls, and meetings with prospective students to consult, guide, share admission requirements.
* Prepare and deliver recruitment presentations, in person and virtual to promote Graduate Studies.
* In collaboration with the Director and Communications Officer, develop recruitment and admissions materials and publications both in print and online.
* Responsible for updating and creating content for recruitment and events areas of the Graduate Studies website.
* Liaise with graduate program Directors and AAAs to maintain knowledge of the various programs offered by Graduate Studies.
* Liaises with international agents and provides recruitment and admission updates regularly.

##### Admissions

* Responsible for the assessment of domestic and international transcripts to determine eligibility for admission; which includes verification of authenticity, fraudulent document mitigation, accreditation of issuing institution, calculating grade conversions. Ensures that work completed is accurate, and that the methods used for calculating conversions are consistent and equitable.
* Assess English language proficiency, to determine eligibility of admission, including review of ESL test results.
* Monitor and respond to prospective student and applicant inquiries received to [graduate@trentu.ca](mailto:graduate@trentu.ca) and [graduateadmissions@trentu.ca](mailto:graduateadmissions@trentu.ca).
* Responsible for making appropriate updates to the student information system (Colleague) and the document workflow system (Laserfiche).
* Responsible for the monitoring of open applications and communicating with graduate programs as required.
* Follow up with applicants for outstanding documentation in relation to their applications and update information in SIS accordingly.
* In order to stay current on international credentialing policies, attends annual international credential assessment and fraudulence management workshops and conferences as requested by the Director, School of Graduate Studies.
* Review incoming official documents against admission conditions and communicates with applicants when admission conditions are met.
* Update admission letter and communication templates.
* Draft offer of admission letters when Recommendation for Admission requests are made by graduate programs using the appropriate Student Information System: Colleague/Laserfiche.
* Send letters of offer to applicants once approved and make appropriate updates to Colleague and Laserfiche.
* Write acknowledgement letters to applicants who have accepted offers and send requests for admissions documentation when required.
* Notify applicants when offers of admission are rescinded and charges tuition deposits when applicable.
* Track tuition deposit payments and the status of conditional offers. Create reports and analyses data as needed. Communicates with academic programs and graduate Records & Registration staff on payments received.
* Verify proof of citizenship to ensure correct categorization of tuition fees.
* Trouble shoots applicant document errors as well as reference submission errors when required.

##### Other

* Update standard operating procedures and documentation for areas related to graduate admissions as required.
* Other related duties as assigned which do not account for more than 5% of the total duties.

#### Education Required:

* Honours Bachelor’s Degree (4 year).

#### Experience/Qualifications Required:

* Two (2) years of experience in an academic environment, preferably in a recruitment, marketing or admissions setting.
* Demonstrated knowledge of and experience implementing marketing and recruitment strategies.
* Significant knowledge of post-secondary educational systems, including knowledge of academic offerings, admissions requirements, and other related areas.
* Excellent verbal and written communication skills, including experience presenting to small and large groups as well as the ability to clearly communicate information to a broad range of people from many cultural backgrounds; applicants, students, faculty, staff, and external contacts.
* Experience planning and executing large scale events, involving a variety of stakeholders.
* Excellent organizational and time management skills.
* High level of accuracy and attention to detail.
* Excellent interpersonal skills and ability to interact well with students, faculty, office staff, and the community.
* Experience using and manipulating a computerized information system, preferably within an academic environment.
* Extensive knowledge and proficiency with Microsoft Office required including Outlook, Word, and Excel. Experience with computer network environment and the maintenance of websites required.
* Ability to work co-operatively and effectively in a variety of settings, exercising tact, diplomacy and patience, while managing multiple demands and tight deadlines.
* A valid Ontario (or equivalent) driver’s license and the ability to travel on university business, including evenings and weekends as required. Flexibility in hours and travel within and outside of Ontario as a representative of Trent University is a definite requirement and obligation of this position.

**Job Evaluation Factors:**

##### Analytical Reasoning

* This job requires the ability to assess and determine best practices for prospective student outreach and recruitment, which are diverse, complex and multifaceted. Work planning includes others, and occurs within overlapping timeframes, often requiring adjusting plans and priorities to respond to changing circumstances.
* Logical and critical thinking is required to define problems, propose alternatives to supervisors and work together to implement solutions.

##### Decision Making

* Work involves simultaneously managing multiple processes, such as assessing and completing grading evaluations for applicants from a variety of countries, reviewing letters and ensuring appropriate conditions are included, ensuring technical processes are in place, working efficiently to process all graduate applications and answering prospective student email and phone communication.

##### Impact

* Impact on the organization can be significant and long term. Without strategic recruitment efforts, the School of Graduate Studies may not continue to increase enrolment. Errors within admissions that go undetected may affect recommendations, decisions or actions, leading to a negative impact to the whole organization. Areas of potential impact could be in the organization’s reputation and financial status. Incorrect information could result in reduced enrolment and retention.

##### Responsibility for the Work of Others

* N/A

##### Communication

Internal:

* Communicates with School of Graduate Studies team as well as graduate program Directors and Academic Administrative Assistants.
* Communicates across both campuses with Trent International, Careerspace, Student Affairs, undergraduate recruitment and admissions teams, student accounts, etc.

External:

* International agents and representatives at partner organizations such as WES or IELTS, authorized family members of applicants.
* Applicants – follow-up to ensure all documents required have been received; follow-up when admission conditions have not been met.

##### Motor/ Sensory Skills

* Dexterity - Data entry input, and reports requiring both speed and accuracy.

##### Effort

Physical:

* Requires sitting at a desk for prolonged periods.
* Must be able to maintain focus on in depth research related tasks.

Psychological:

* Must be able to maintain focus on in depth research related tasks.

##### Working Conditions

Physical:

* Required to support recruitment activities. Work is at times physically demanding, sometimes involving long hours, evening and weekend recruiting events and activities and travel.
* Required to lift and carry marketing materials up to 30 lbs.
* Fatigue – frequent interruptions, continuous re-prioritization of work.

Psychological:

* Stressful environment with multiple deadlines and high volume of work.
* Responding to people under stress about their future.
* With three term admission entry there are many deadlines and pressure points to ensure graduate programs have the information that they need in a timely manner to make admissions decisions.
* Constant interruptions – walk-in traffic (students, faculty, public), telephone, email and instant messaging.
* Agitated students or faculty.
* Stress Resolution - picking up on emotional stress of applicants and co-workers to alleviate a potential situation.
* Confidentiality - working with sensitive academic/student/partnership situations.