

Office of the Registrar - Manager, Student Recruitment
Tracking Code: 2337-136

Job Description

Faculty or Department: Office of the Registrar

Number of Positions: 1

Position Title: Manager, Student Recruitment

Appointment Type: Full-time Continuing

Hours of work: 35 hours per week.

Salary Range: Level 10 – Annual Hiring Salary, \$80,231, with annual step progression in accordance with the [Salary Grid](#).

Posting Date: July 16, 2021

Closing Date: August 2, 2021

Job Summary:

The Manager of Student Recruitment is responsible for planning, coordinating and executing the institutional domestic recruitment plan aimed at supporting and broadening the university's enrolment priorities. Reporting to the Director of Admissions and Recruitment, the incumbent is responsible for strategic and operational leadership of domestic student recruitment, and has a proven track record in traditional and digital recruitment, sales, marketing and communications.

The Manager leads a team of Student Recruitment Officers to conduct university recruitment across Ontario and nationally, while providing coaching and mentorship to ensure both the team's success and the individuals success and career progression. The role is the lead on implementing and executing student recruitment and conversion strategies to meet the institution's enrolment targets and increasing market share.

Responsibilities/accountabilities:

- Develops an effective and innovative recruitment plan to achieve the enrolment goals set by the institution and increase market share in a competitive market.
- Oversees planning and implementation of student recruitment initiatives including school visits, recruitment events, virtual recruitment, conversion activities, call campaigns etc.
- Implements strategies to stimulate conversion of applicants to enrolled students.
- Focus on the development and delivery of lead nurturing from initial point of contact to enrolment, providing every prospective student with a personalized, high-touch customer service experience.
- Represent Ontario Tech at recruitment events to increase awareness of the Ontario Tech brand to achieve application growth, ultimately increasing in applicant market-share and conversion yield to enrolment.
- Works closely with the Manager, Communications on digital recruitment initiatives to market and engage with prospective students through virtual means.
- Responsible for working with the Registrar's office Communications team, and the Communications and Marketing department on developing and directing the coordination and execution of prospective student and applicant communication strategy, print and digital publications, social media, content marketing, content development, presentation and other collateral.
- Engage Faculties to develop faculty-specific recruitment programming to increase program awareness and build a pipeline of prospective students.

- Develops and implements an engagement strategy for Grade 10 and 11 students to build and nurture a long-term flow of leads.
- Collaborate with areas across the university including Faculties, the School of Graduate and Postdoctoral Studies, Student Life, Indigenous Educational and Cultural Services, Athletics, and the Office of Equity, Diversity and Inclusive Engagement to foster prospective students affinity with the Ontario Tech community.
- Participate in budget planning and recommend resource allocation decisions.
- Conducts hiring and selection process of full-time and contract recruitment staff.
- Manage the day to day operations and work plans of staff, prioritizing and optimizing the team's work to meet the enrolment objectives.
- Supervises recruitment staff to ensure they are carrying out duties accurately, efficiently and professionally.
- Develops core competencies, communicates expectations, plan successful workflow outcomes and promotes professional development with staff.
- Manage employee performance through goal setting, professional development and ongoing performance reviews.
- Outline staff training and development needs ensuring employees have appropriate knowledge for success.
- Prepares and/or contributes to the preparation of reports, proposals, briefings, presentations and drafts high level correspondence on recruitment as appropriate.
- Regularly evaluates and analyzes Ontario Tech's enrolment, recruitment and communication data to identify trends, challenges and opportunities.
- Propose and lead new initiatives or projects to innovate and maximize recruitment capacity and engagement.
- Analyze CRM data to ensure both efficient recruitment operations, and needs of prospective students are being met.
- Research trends and best practices in the student recruitment landscape, considering new enrolment streams, partners, and innovative solutions.
- Establishes and monitors performance standards for internal processes and ensures processes are effectively documents.
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications and establishing personal networks.
- Liaises and forms partnerships to strengthen university relations and stimulate enrolment growth.
- Identify, develop and maintain relationships with key partners and stakeholders.
- Represents the university on all provincial recruitment committees and initiatives.

Required Skills

- Knowledge of trends in student recruitment, sales and marketing.
- Working knowledge of managing budgets and operational procedure development and management.
- Understanding of Strategic Enrolment Management (SEM) and best practices in student recruitment.
- Working knowledge of CRM tools for sales and marketing, and Student Information Systems.
- Demonstrated experience in digital recruitment or marketing.
- Significant and detailed knowledge of the Ontario Tech environment and structure.
- Strong understanding of STEM disciplines.
- Strong leadership skills.
- Strong interpersonal and communication skills with the ability to work effectively with a wide range of stakeholders in a diverse community.

- Excellent coaching skills to guide and motivate team engagement and development.
- Demonstrated ability to build collaborative relationships both inside and outside of the organization.
- Ability to gather data, compile information, and critically analyze.
- Highly developed skills in marketing and sales.
- Ability to identify strategic opportunities and generate ideas.
- Demonstrated ability to coordinate multiple events/projects simultaneously in a fast-paced working environment.
- Excellent oral and public speaking skills and the ability to deliver presentations to diverse audiences of different sizes.
- Ability to develop, plan and implement short- and long-range strategies and goals.
- Ability to maintain confidentiality and integrity.
- Demonstrated ability to work in a team environment.
- Willingness to travel provincially and nationally.
- Knowledge of MS and GSuite products.
- Must be physically capable of performing duties as assigned, including driving and standing for lengthy periods and lifting display units and boxes weighing up to 25 lbs.
- Flexibility to work irregular hours, with extended work days of 12-14 hours. Provincial and national travel is required up during peak periods of the year (10 to 25% of time).

Education

- Completion of a university program consisting of four academic years in a related field; Master's degree is preferred.

* Verification of Academic credentials may be required

Required Experience

- Minimum 5-7 years experience in a student recruitment, marketing or sales environment.
- Experience working with a Customer Relationship Management (CRM) tool for sales and marketing.
- Experience with staff supervision and workflow coordination.
- Valid Ontario Driver's License (Class G) with clear Driver's Abstract, and passport is required.
- Clear Criminal Reference Check with Vulnerable Sector Screening.

Note: Each candidate will be required to make a 15-minute presentation, using PowerPoint, as part of the selection process.

How to Apply:

Interested candidates should submit in electronic format a covering letter and their resume. Applications will be accepted until August 2, 2021 or until a suitable candidate is found. We appreciate all applications received; however, only those candidates selected for an interview will be contacted.

Ontario Tech University is an equal opportunity employer and welcomes applications from all qualified candidates, while especially encouraging applications from women, members of visible minorities, Indigenous peoples, persons with disabilities, and persons of any sexual orientation, gender identity, and gender expression. All qualified candidates are encouraged to apply; however, Canadian citizens, permanent residents and Indigenous Peoples in Canada will be given priority.

Ontario Tech University respects people's different needs and therefore will take all reasonable steps to ensure accommodation for applicants where appropriate. The University is also committed to ensuring that confidentiality is maintained throughout all aspects of the recruitment cycle.

If you require an accommodation to participate in the recruitment process, please notify the hiring manager or [Julie Day](#), Health and Disability Management Specialist. For more information about the university's policies for accommodating employees with disabilities please review the university's [Accessibility Policy](#)

The university acknowledges the lands and people of the Mississaugas of Scugog Island First Nation which is covered under the Williams Treaties. We are situated on the Traditional Territory of the Mississaugas, a branch of the greater Anishinaabeg Nation which includes Algonquin, Ojibway, Odawa and Pottawatomi.

Job Location

Oshawa, Ontario, Canada

Expected End Date

N/A

Expected Start Date

N/A

Campus Travel

N/A

Salary Grade

Staff Level 10