



## **Associate Registrar, Recruitment**

**Department:** Enrolment Services

**Job Type:** Continuing

**Full-time/Part-time:** Full Time (>=1249 hrs/year)

**Campus:** All locations

**Reports to:** AVP, Enrolment Services & Registrar

**Employee Group:** Management

**Application Deadline:** April 6, 2026

**Requisition ID:** 9118

Wilfrid Laurier University is a leading multi-campus university that excels at educating with purpose. Through its exceptional employees, students, researchers, leaders, and educators, Laurier has built a reputation as a world-class institution known for its rich student experience, academic excellence, and global impact. With a [commitment to Indigenization](#) and [commitment to equity, diversity, inclusion](#), Laurier's thriving community has a place for everyone.

Laurier has more than 21,000 students and 2,100 faculty and staff across campuses in Waterloo and Brantford, as well locations in Kitchener and Milton. The university is committed to providing an inclusive workplace, a [flexible work policy](#) and employing a workforce that is reflective of local and national demographics. Laurier's Waterloo, Kitchener, and Brantford campuses are located on the shared traditional territory of the Neutral, Anishnaabe, and Haudenosaunee peoples. This land is part of the Dish with One Spoon Treaty between the Haudenosaunee and Anishnaabe peoples and symbolizes the agreement to share, protect our resources, and not to engage in conflict. Laurier's Milton campus is located on the traditional territory of the Mississaugas of the Credit, and part of the Nanfan Treaty of 1701 between the British Crown and the Haudenosaunee Confederacy.

### **Position Summary**

Reporting to the Assistant Vice President, Enrolment Services & Registrar, the Associate Registrar, Recruitment leads management and staff in the planning, development, execution and monitoring of student recruitment programming at Laurier in alignment with institutional objectives. This programming will focus on undergraduate domestic, undergraduate international and coursework and professional Master's applicants. As a key member of the Registrar's Office management team, this role contributes to setting enrolment goals and developing strategies to meet those objectives, aligning with the University's broader vision.

Operating within a student-focused environment, the incumbent will lead teams to provide exceptional service to prospective students from the point of first contact with Laurier through to registration. Laurier's goal is to have the top-performing enrolment services unit in the province and the Associate Registrar, Recruitment is a key individual in meeting this institutional objective.

The incumbent will manage key strategic relationships with a variety of internal and external stakeholders as required to advance the recruitment and enrolment priorities of the University. They will work to ensure that all prospective students receive appropriate consideration when resources are allocated and that all activities are considered within a multi-campus and multi-program environment.

This position has a university-wide mandate and is based at the Waterloo Campus. The incumbent provides leadership in a multi-campus environment, requiring regular interaction, communication and collaboration with staff and stakeholders

at the Waterloo Campus, Brantford Campus, locations in Kitchener and Milton, and external partners. The Manager will ensure the unit's policies, programs and services are delivered equitably across all campuses and reflect the needs of local stakeholders.

## **Accountabilities**

### **1. Strategic Planning & Analysis**

- With a focus on undergraduate recruitment, utilizes research and data to support evidence-based decision-making in the development and implementation of local, national and international recruitment strategies, goals and tactics
- Ensures systems and procedures are in place to track effectiveness of activities and identifies continual improvement opportunities
- Working with the Assistant Vice President, the Associate Registrar, Admissions and the Office of Institutional Research, Planning & Analysis contributes to and analyzes regular reports regarding prospective student demographics, enrolment targets, and applications; facilitates research to assess current attitudinal applicant data; recommends options for consideration
- As a senior resource to the Strategic Enrolment Management Committee, helps shape the University's strategic enrolment goals through the strategic planning process
- In collaboration, works to develop and plan innovative marketing and recruitment strategies for the Faculty of Education's Bachelor of Education programs
- Supports Associate Registrar, Admissions with enrolment-based projections for a variety of purposes and across a variety of metrics
- Collaborate with colleagues to identify new partnerships that are international revenue generating opportunities (to be explored by others on the team)

### **2. Strategic Management**

- Works with academic units to ensure that program changes or developments will be informed by potential impact on student recruitment goals
- Remain current on domestic and international recruitment, including best practices at other institutions, current market trends, and policies that impact on student recruitment
- Responsible for maintaining strong and effective working relationships with all university and external partners (guidance counselors, agents etc.) to ensure effective recruitment
- Provide strategy and direction for Laurier's participation in the Ontario University Fair, for Open House events at all campuses, and other similar large-scale recruitment events
- Represent Laurier on relevant internal and external committees and working groups
- Collaborative with Wilfrid Laurier International College on joint recruitment initiatives

### **3. Operational**



- Ensures excellent customer service by managing and motivating staff and by providing accurate advice and information to applicants
- Oversees the development of creative and innovative information technology systems for recruitment and marketing processes
- Manages 2 direct reports and accountable for teams exceeding 15 FTEs and >60 students in the following operations and operating units: Canadian Student Recruitment (inclusive of Welcome Centres and tour operations) and International Student Recruitment
- Works closely with managers to ensure that operations and projects are properly provisioned; resolves any conflicts that arise due to competing priorities and demands for resources from various recruitment initiatives
- Identifies and prioritizes strategic opportunities to utilize Laurier's CRM for lead collection, recruitment and event marketing; collaborates to support execution
- Ensures all relevant regulatory requirements are met
- Plans and develops training for internal stakeholders on recruitment-related topics, with both a domestic and international lens
- Working in a centralized recruitment environment, develops and maintains strong working relationships with Faculty partners, supporting attainment of Faculty and Campus level enrolment goals in alignment with Laurier's broader vision

#### **4. Student Recruitment**

- Working with colleagues in Enrolment Services, ensures the development of a comprehensive recruitment program for prospective students in alignment with the marketing and communication plans
- Monitors and evaluates internal and external market trends (i.e. changes in other university practices or introduction of new initiatives or secondary school systems); determines impact on the University's ability to meet recruitment and enrolment objectives; prepares recommendations and options for consideration
- Monitors and assesses external market trends relating to the reputation and success of Laurier
- Leverage internal and external data to support strategy and tactic development across a range of areas: applicant journey, event selection, school visit selection, presentations, campus tour routes and scripts, conversion activity, early student engagement, etc.
- Ensures the accurate dissemination of all supporting recruitment and admission information via multiple channels as appropriate
- Liaises with other units within Enrolment Services to ensure consistency of messaging and seamless delivery of information

#### **Reporting Relationships**

**This Position Reports to:** AVP, Enrolment Services & Registrar



**Responsibility for other positions:** Manager, Canadian Student Recruitment & Director, International Recruitment & Partnerships

### **Qualifications**

- Bachelor's degree; a post-graduate degree would be considered an asset
- Minimum of 5-7 years of related work experiences in an educational environment including three years in a senior managerial experience, preferably within an admissions unit
- Proven ability to analyze, direct and implement student recruitment strategies
- Demonstrated event management experience related to student recruitment
- Proven ability to develop creative solutions to complex issues
- Proficient in the use of computer applications including experience working with student information and customer relationship systems, and experience in developing new technology-based systems
- Demonstrated knowledge of university regulations, policies and procedures
- Strong interpersonal skills, excellent oral and written communications skills and the ability to be persuasive, exercise tact, use good judgement and work in a high pressured environment
- Demonstrated practice of promoting collaboration and collegiality
- Proven ability to adapt and to work effectively in a multi-tasked, multi-campus environment under high pressure with high volumes of work
- Project demands will entail evening and weekend work as required
- Demonstrated experience utilizing a CRM to support student enrolment
- Ability to travel frequently among Laurier's campuses (Waterloo, Brantford, Milton) and locations (Kitchener) as well as other meeting and recruitment locations in Ontario, Canada and beyond. While this position is based at the Waterloo campus, the role has significant multi-campus responsibilities as direct reports and collaborative units reside on all campuses.

### **Hours of Work**

The normal hours of work are Monday to Friday from 8:30 am to 4:30 pm.

This position is eligible for a flexible work arrangement, as per Policy 8.14 (Flexible Work Policy). All arrangement must be approved by the direct manager. In-person attendance for events, as required to meet operational needs, is expected. On occasion, this schedule may need to be adjusted to meet operational requirements.

### **Compensation**

**Level:** 3A



**Rate of pay:** \$103,580 to \$129,475 annually

Broad salary ranges include a hiring range (\$103,580- \$116,528 of range midpoint), a target range (\$116,529 - \$142,423 of range midpoint), and a premium range (\$142,424 - \$161,844 of range midpoint).

When new employees are hired the appropriate base salary is determined using these sub-ranges as a guide while adhering to rules on hiring as defined in our compensation policy. Considerations for new hire salaries include, qualifications and length/depth of required experience, relevant market rates for similar jobs, internal equity, and estimated learning curve in starting the job.

*Wilfrid Laurier University endeavors to fill positions with qualified candidates who have a combination of education, experience, skills and abilities to successfully perform the duties of the position while demonstrating Laurier's Employee Success Factors.*

*Equity, diversity and creating a culture of inclusion are part of Laurier's core values and central to the Laurier Strategy. Laurier is committed to increasing the diversity of faculty and staff and welcomes applications from candidates who identify as Indigenous, racialized, having disabilities, and from persons of any minority sexual and gender identities. Indigenous candidates who would like to learn more about equity and inclusive programming at Laurier are welcomed to contact the Office of Indigenous Initiatives. Candidates from other equity deserving groups who would like to learn more about equity and inclusive programming at Laurier are welcomed to contact Equity & Accessibility. We have strived to make our application process accessible, however if you require any assistance applying for a position or would like this job posting in an alternative format, please contact Human Resources. Contact information can be found at [careers.wlu.ca/content/How-to-apply/](https://careers.wlu.ca/content/How-to-apply/)*

*Should you be interested in learning more about this opportunity, please visit [www.wlu.ca/careers](https://www.wlu.ca/careers) for additional information and the online application system. All applications must be submitted online. Please note, a resume and cover letter will be required in electronic form.*