

## Job Description

(For Positions in CAW Local 555, Unit 1)

*Job descriptions do not include every duty that an individual in a position performs. They are intended to be representative and characteristic of the duties required and the level of work performed. Depending upon the size of the department or unit and its functional activities, incumbents who fall into this category may perform all of the duties listed below or, in the case of large departments or units, may be assigned to designated specialized functions.*

JD #:	<b>JD00082</b>	Pay Grade:	<b>9</b>
JD Title:	<b>Liaison Officer</b>	JD FTE Hours:	<b>35</b>
Job Family:	<b>PR/Alumni</b>		

### General Description

Responsible for attracting high school applicants to the University through a variety of centralized recruitment efforts, programs, and initiatives. Delivers information to students at events as a means to promote the various faculties and specific programs within the University and to ensure the University meets its target enrolment.

### Representative Duties & Responsibilities

- Develop conceptual plans and budgets for projects.
- Implement projects and ensure adequate staffing and that projects come in on time and on budget.
- Develop and deliver presentations to potential applicants, families, and guidance counsellors.
- Plan and coordinate various University recruitment events and campus-wide activities.
- Develop estimates of time and resources required for a variety of events and activities.
- Develop and implement market research strategies to establish and remain current with market trends.
- Develop, implement, and coordinate a marketing plan for annual recruitment activities ensuring the image and reputation of the University is maintained.
- Develop and implement a competitive and comprehensive campus visit program.
- Analyze travel reports and previous year's statistics to develop the school visit schedule.
- Monitor and reconcile accounts, prepare financial statements, calculate program costs, travel expenses and develop budget proposals.
- Negotiate terms and prices with external suppliers for services, supplies and equipment.
- Design and develop learning and training materials for temporary staff.
- Develop and deliver training sessions to temporary staff.
- Update, maintain, and verify information in a variety of databases and spreadsheets.
- Write and edit a variety of documents including, but not limited to, marketing materials, reports, correspondence and email.
- Create, monitor, and update website and electronic request forms.
- Write and modify queries to extract data from databases.
- Facilitate focus groups to determine the effectiveness of current publications and to identify areas for improvement.
- Document and provide feedback to senior staff regarding the target audience's perception of the University.
- Meet with and respond to inquiries from prospective students.
- Liaise regularly with stakeholders across the campus.
- Attend and represent the University at recruitment events.
- Travel provincially to visit high schools and complete student registration activities.
- Ensure the confidentiality and safeguarding of student files.
- Maintain filing systems, both electronic and hard copy.
- Remain current with frequent changes in all academic areas, programs, admission policies and procedures, electronic media and social networking.

### Supervision

- Ongoing responsibility for supervising up to 9 casual employees at any one time.

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## Qualifications

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- Bachelor's degree in a relevant field of study.
- Requires 3 years of relevant experience.

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## Effort

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### Physical Effort:

- A typical work day consists of greater than 3.5 hours of low physical effort for activities such as:
  - Intermittent periods of keyboarding to process documents, enter data into databases and complete various forms and correspondence.
- A typical work day occasionally requires moderate physical effort for activities such as:
  - Standing during recruitment events.
  - Lifting boxes of materials and mailings.
- Elements of high physical effort are not a regular feature of this job.

### Mental Effort:

- A typical work day occasionally requires routine mental effort for activities such as:
  - Collecting routine information and files to word process routine documents such as correspondence and forms, and inputting data into spreadsheets and databases.
- A typical work day consists of greater than 3.5 hours of moderate mental effort for activities such as:
  - Developing and delivering presentations to potential applicants, families, and guidance counsellors.
  - Planning and coordinating various University recruitment events and campus-wide activities.
  - Developing estimates of time and resources required for a variety of events and activities.
  - Developing, implementing, and coordinating a marketing plan for annual recruitment activities ensuring the image and reputation of the University is maintained.
  - Developing and implementing a competitive and comprehensive campus visit program.
  - Analyzing travel reports and previous year's statistics to develop the school visit schedule.
- A typical work day occasionally requires high mental effort for activities such as:
  - Facilitating focus groups with high school students.

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## Working Conditions

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### Physical Environment:

- Occasionally required to work outside in a range of weather conditions during campus events.

### Psychological Environment:

- Occasionally interacts with individuals who may be rude or upset.
- Frequently handles multiple and simultaneous deadlines.

### Health & Safety:

- Travels significant distances throughout the province on a regular basis to visit high schools and meet with guidance counselors.

## Job Description Rating Sheet

(For Positions in CAW Local 555, Unit 1)

JD #:	<b>JD00082</b>	Pay Grade:	<b>9</b>
JD Title:	<b>Liaison Officer</b>	Total Points:	<b>557</b>
Job Family:	<b>PR/Alumni</b>		

Factor	Subfactor	Level Rating	Points
<b>Skill</b>	1. Applied Reasoning and Analytical Skills	<b>4.0</b>	83
	2. Breadth of Knowledge	<b>2.0</b>	13
	3. Adaptation to Change/Updating of Learning	<b>2.5</b>	17
	4. Interpersonal Skill	<b>3.5</b>	46
	5. Education and Experience	<b>E3</b>	100
	6. Dexterity and Coordination	<b>2.0</b>	12
<b>Effort</b>	7. Physical Effort	<b>1.0</b>	3
	8. Mental Effort	<b>3.0</b>	55
<b>Responsibility</b>	9. Planning and Coordination	<b>4.0</b>	64
	10. Responsibility for Others	<b>3.0</b>	55
	11. Accountability for Decisions Actions Affecting People, Assets, and Information	<b>3.5</b>	80
<b>Working Conditions</b>	12. Physical Environment	<b>1.0</b>	3
	13. Psychological Environment	<b>2.0</b>	10
	14. Health and Safety	<b>2.0</b>	16