

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 #:	JD00485	Pay Grade:	9
JD Title:	Administrator, Recruitment and MBA Admissions	JD FTE Hours:	35
Job Family:	Program		

General Description

Responsible for the recruitment and admission of candidates to the faculty's undergraduate and graduate programs. Develops strategies and policies that serve to improve the effectiveness and efficiency of the faculty's strategic recruiting and admission initiatives.

Representative Duties & Responsibilities

- Develops creative methods for raising the profile of the faculty's graduate and undergraduate programs in the media.
- Researches international student markets and analyzes information in order to develop strategies to increase the faculty's exposure in foreign markets.
- Completes an annual needs assessment and writes a business plan which includes the development of recruitment, admission and strategic plans and objectives.
- Researches and conducts analysis of comparable educational systems domestically and internationally.
- Reviews trends in international curricula and accreditations of institutions.
- Interviews potential candidates for admission often requiring more in-depth interviewing in order to obtain relevant information regarding extenuating circumstance so that the candidate can highlight the most pertinent information and put their application in the best possible light.
- Notifies applicants that they have been declined admission into the program and advises them of alternate educational opportunities and approaches to take for future admission into the program,
- Develops cost-recovery budgets and submits to manager for review and approval. Administers and monitors budgets approved by manager.
- Attends education fairs across the country to promote programs and recruit applicants.
- Provides program information and advice to graduate and undergraduate applicants.
- Participates in national and international listservs with recruiting and admissions staff to discuss and share information on issues, policies, application procedures and to obtain answers on accreditation, authenticity and integrity of information.
- Applies historical yield data to support and document enrolment targets for the department.
- Assesses ghs and Graduate Management Admission Test (GMAT) results to determine the admissions eligibility of applicants.
- Conducts surveys of newly admitted students and analyzes data to evaluate the effectiveness of various activities and processes associated with the transition to campus.
- Develops detailed analyses of the programs and activities that summarizes the qualitative and quantitative evaluations of materials, instructors and student comments.
- Creates statistical reports and profiles of new students that assists in the development of recommendations for policy changes that are submitted to senior management for review.
- Monitors and troubleshoots issues with the on-line application system and admissions database.
- Interprets transcripts from various domestic and international institutions.
- Plans and coordinates an orientation program for international students and Transition to Campus activities.
- Oversees technology implementation of new application and offer generation systems in coordination with the School of Graduate Studies (SGS).
- Coordinates admission processes by setting admission and scholarship cutoffs.

Representative Duties & Responsibilities

- Negotiates pricing and terms with internal and external vendors for promotional giveaways, advertisements and publication renewals.
- Awards entrance scholarships to candidates on admission into the program and modifies scholarship criteria as required.
- Coordinates the successful completion and submission of student applications for a variety of internal and external scholarship opportunities.
- Plans and coordinates various recruiting events. Schedules faculty, staff and students to provide coverage for various recruiting events and ensures that they have received the appropriate training, recruitment and presentation materials required.
- Coordinates editing and production deadlines for marketing and admissions materials.
- Remains current on the recruitment and admission strategies of competing institutions.

Supervision

- Provides lead hand supervision and is responsible for the quality and quantity of work of others.
- Occasionally provides orientation and shows procedures to others.

Qualifications

- Bachelor's degree in Business Administration or related field.
- Requires a minimum of 3.5 years of relevant experience.

Effort

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 word process documents and reports, conduct web searches, analyze data, and maintain database.
- A typical work day consists of greater than 3.5 hours of moderate physical effort for activities such as:
 - Standing during education fairs and classroom presentations.
 - Moving boxes of materials while travelling for recruitment events.
- 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 to word process correspondence, update databases, conduct web searches, and respond to inquiries.
- A typical work day consists of greater than 3.5 hours of moderate mental effort for activities such as:
 - Advising potential candidates and applicants about admissions.
 - Developing recruiting materials.
 - Analyzing recruiting and admissions practices of competing schools.
 - Creating budgets for recruiting activities.
- A typical work day consists of up to 3 hours of high mental effort for activities such as:
 - Developing recruitment, admission and strategic plans and objectives.
 - Developing creative methods for raising the profile of the faculty's graduate and undergraduate programs.
 - Facilitating information sessions and delivering presentations.

Working Conditions

Physical Environment:

- There are no adverse physical environment conditions inherent to the job.

Psychological Environment:

- Occasionally interacts with individuals who may be rude or upset.
- Frequently handles competing requests from multiple department managers and applicants.

Health & Safety:

- Drives throughout the province, for a concentrated part of the year, to attend various recruitment events.

Job Description Rating Sheet

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JD #:	JD00485	Pay Grade:	9
JD Title:	Administrator, Recruitment and MBA Admissions	Total Points:	603
Job Family:	Program		

Factor	Subfactor	Level Rating	Points
Skill	1. Applied Reasoning and Analytical Skills	5.0	105
	2. Breadth of Knowledge	2.0	13
	3. Adaptation to Change/Updating of Learning	2.0	12
	4. Interpersonal Skill	4.0	54
	5. Education and Experience	E3	100
	6. Dexterity and Coordination	2.0	12
Effort	7. Physical Effort	2.5	15
	8. Mental Effort	4.0	78
Responsibility	9. Planning and Coordination	3.5	55
	10. Responsibility for Others	3.0 ^{Lead}	55
	11. Accountability for Decisions Actions Affecting People, Assets, and Information	3.5	80
Working Conditions	12. Physical Environment	1.0	3
	13. Psychological Environment	2.0	10
	14. Health and Safety	1.5	11