DOUGLASCOLLEGE

STAFF JOB DESCRIPTION

JOB DESCRIPTION:	Student Recruiter Advisor		
DEPARTMENT:	Future Students' Office		
REPORTS TO:	Supervisor, Future Students' Office		
JOB DESCRIPTION #:	135.01	PREVIOUS JOB DESC. #:	
PAY LEVEL:	14		
ORIGINAL DATE:	September 2006		
LAST REVISED DATE:	January 2010, July 2015, October 2016, September 2017, November 2017, August 2018, October 2018, January 2019, May 2020, June 2025		

Primary Function:

The Student Recruiter Advisor actively promotes programs and services at Douglas College by planning, maintaining and executing domestic student recruitment programs for Douglas College. They provide exceptional client-centred service on a consistent basis to all stakeholder groups.

Responsibilities:

1. **Promotes and co-ordinates the strategies and programs for domestic student recruitment and related presentation duties, including:**
   a. designs presentations with a strategic marketing approach appropriate to the intended audience;
   b. presents relevant information to small and large groups comprised of various populations on the benefits of post-secondary education, Douglas programs, admission requirements, student services, financial awards, student life, articulated partnerships, future expansion plans and proposed degree programs;
   c. accurately provides information to domestic students on possible post-secondary programs at Douglas based upon assessment of their interest areas;
   d. establishes vital connections and rapport with public and independent secondary schools, government agencies and parent and community groups;
   e. develops and maintains positive relationships within the university and college community and other institutions, businesses and community agencies;
   f. assesses inquiries from secondary school counselors and teachers and provides and/or directs them to appropriate information on programs and services at Douglas to better advise their domestic students;
   g. responds to in-person, telephone, email, web-based communications, and regular mail inquiries from public and private schools, colleges, universities, government agencies, community and parent groups;
   h. prepares various correspondence and analytical reports as required;
   i. coordinates and organizes mailings of Douglas College viewbooks, brochures and other collateral
   j. materials;
   k. maintains and utilizes a contact database of potential domestic students, parents, counsellors and other external
   l. institutions through the Douglas CRM system;
   m. organizes and conducts school or community visits, career fairs, and trade shows;
   n. travels to recruiting venues;
   o. sets up displays, tables, and other promotional material/equipment;

p. responds to all prospective stakeholders in a positive and knowledgeable manner in regard to college programs, courses, services, policy, and education;
q. sets up and uses portable computer, projector, and other audio-visual equipment, as well as troubleshoots for on-site technical difficulties related to making multimedia presentations;
r. coordinates administrators, faculty or staff presentations and/or participates in the above-mentioned events;
s. coordinates domestic student visitation events to Douglas College;
t. participates in ceremony presentations if required;
u. organizes delivery of communication campaigns to applied and registered domestic students.

2. Supervises the work of the Student Assistant and Co-op Student positions, including:

a. identifies, interviews and hires Student Assistant and Co-Op positions under the direction of the Supervisor and the Manager;
b. designs and implements appropriate training experiences, and acts as a professional mentor to student employees;
c. coordinates the scheduling and daily operations of this group; including monitoring absences and providing time sheet approval;
d. supervises work performance, and conducts periodic performance evaluations, as well as exit interviews.

3. Supports the Associate Student Recruiter Advisor in their supervision of the Student Ambassador volunteer group including training, coordination of daily operations, communications and performance.

4. Provides onsite supervision for College events that involve domestic student activities.

5. Performs other duties as assigned.

Supervision or Guidance Exercised:

Student Assistants and Co-Op Students: hires, trains, supervises, approves work schedules and time sheets, as well as conducts performance evaluations.

Physical Assets and Information Management:

Maintains files, utilizes college display units and presentations at public events. Provides general information on programs and services; represents the college externally by promoting programs and services and providing information with respect to application and admission procedures.

Financial Resources:

Signs for supplies at the Bookstore and cheque requisitions.

Required Education and Experience:

- A minimum of a bachelor's degree in a related field from a recognized post-secondary educational institution plus two years' related work experience.
- An equivalent combination of education, training and experience may be considered.

Required Knowledge, Skills and Abilities:

- A working knowledge of the B.C. post-secondary education system, including admission requirements and programs, graduation, partnerships, and articulated agreements with a clear emphasis on Douglas College.

- Excellent interpersonal and cross-cultural communication skills including written and verbal fluency in the English language.
- A working knowledge of training and/or job requirements for a wide range of academic, vocational and technical careers.
- General knowledge of financial services and processes including entrance scholarships and Canada & BC Student Loan application processes.
- A working knowledge of Microsoft Office Suite (Word, Excel, PowerPoint). Familiarity working with Microsoft Office on Mac platforms, and with the Salesforce / TargetX CRM system (or similar system) would be an asset.
- Criminal Record Check is required as a condition of employment as per the Criminal Record Check Act.
- A demonstrated ability to execute domestic student recruiting strategies, including:
    - speak effectively to small and large groups in both informal and formal settings.
    - effectively interview both prospective and existing domestic students in order to identify what is needed in order to help them achieve their educational and vocational objectives.
    - interact effectively and tactfully with people of various backgrounds and cultures, including students, college employees and the broader community.
    - develop, establish and maintain good working relationships.
    - work as an effective team member.
    - critically analyze, reason, and problem solve.
    - plan, coordinate and organize work in order to meet deadlines.
    - work independently with minimal supervision.
    - train and mentor others, as well as design training programs.
    - exercise sound judgment and maintain a high degree of confidentiality.
    - physically lift and carry related promotional materials/equipment that weigh between 20-30 kilograms.
- Demonstrated ability to plan and produce a wide range of recruiting and retention events, including design, marketing, volunteer management, event supervision and evaluation.
- Experience in providing supervision in a work environment, or a demonstrated understanding of effective supervisory practices.
- Demonstrated ability to build and foster a student staff team.
- Demonstrated ability to assess student staff performance, organize and provide the required training.
- A valid B.C. driver’s license and access to the use of a motor vehicle is essential.

This job description reflects the general responsibilities and duties associated with the job and should not be viewed as a comprehensive list of job tasks.