DOUGLASCOLLEGE

STAFF JOB DESCRIPTION

JOB DESCRIPTION:	International Enrolment Operations Coordinator		
DEPARTMENT:	Douglas International		
REPORTS TO:	Associate Director, International Enrolment Recruitment and Regulatory Compliance		
JOB DESCRIPTION #:	440.25	PREVIOUS JOB DESC. #:	
PAY LEVEL:	15		
ORIGINAL DATE:	April 2017		
LAST REVISED DATE:	June 4, 2019, October 2024		

Primary Function:

Reporting to the Associate Director, International Enrolment Recruitment and Regulatory Compliance, the International Enrolment Operations Specialist liaises with Associate Deans, Directors, faculty Chairs, a variety of internal academic departments, and the Institutional Effectiveness office to forecast international enrolment numbers, develop and manage customized course planning and class scheduling for international students, oversee manual registration of international students, as well as identify and problem-solve admissions, scheduling and registration issues specific to the needs of incoming and continuing international students.

With minimal supervision, this role is key to supporting institutional strategic enrolment targets set by the Senior Leadership Team (SMT) and the Board; as well as supporting and facilitating strategies toward balanced international-domestic enrolment and the effective functioning of admissions operations and international student enrolment management at Douglas International. This role provides exceptional client-centred service on a consistent basis to all stakeholder groups.

Responsibilities:

1. International Enrolment Management

a. Liaises internally with associate deans, directors, program chairs, a variety of academic departments, and the Institutional Effectiveness office to develop, streamline and problem-solve customized program and class schedules and the registration processes for 2000+ international students each year.
b. Performs a variety of critical research functions including design, presentation and reporting of data in tabular and visual formats to support institutional strategic enrolment targets set by SMT and the Board, specific enrolment initiatives and overall enrolment decision-making at Douglas International.
c. Disseminates data and conducts presentations to departments, faculty, and academic units as required regarding international enrolment statistics and trends.
d. Disseminates and summarizes admissions data to project and optimize the desired number of seats and demand sections of courses for international students, and to achieve a healthy balance of domestic and international students in every class.
e. Independently develops and manages customized course schedules for first semester international students in order to ensure departmental section fill rates are at desired levels, sufficient course sections

are offered, international-domestic student mixes are appropriately managed in specific course sections, and that Douglas College meets its obligation to ensure international students arrive to Canada with a course load that fulfills IRCC immigration requirements.

f. Identifies and problem-solves admissions, scheduling and registration issues specific to the needs of incoming and continuing international students to ensure successful and timely completion of diploma and degree programs, in accordance with CIC study permit regulations.
g. Oversees and directs a team of admissions officers to implement and execute the manual registration of international students. Hires, trains and supervises auxiliary staff members on project-based assignments as required.
h. Trains and supervises BCGEU staff including admissions officers and student services team members to oversee the tracking of study permit approvals and provides direction to ensure reporting of study permits have been received prior to the student starting classes at the College in compliance with IRCC immigration requirements.
i. Tracks enrolment numbers and international student statistics to produce regular application reports and other relevant admissions reports for the Management team at Douglas International. Provides data and statistics to support enrolment, student services, contracted agent performance, and recruitment decision-making in Douglas International.
j. Conducts international student-specific reports to bring potentially critical issues and findings on international student performances to the attention of the Douglas International Management Team to ensure the success and retention of international students.
k. Develops, edits, and runs complex data queries in International Student database (ISP) system on a regular and ad-hoc basis in support of enrolment management at Douglas International; create charts, PivotTables and graphs in Excel for analysis using statistical and quantitative analytical techniques.
l. Serves as a key contact and department liaison internally and externally for new systems and/or campus-wide process implementations that affect Douglas International including the college-wide CRM (Microsoft Dynamics) and student information system (Banner). Customizes and implements technical and operational functionalities of campus-wide systems specific to the needs of Douglas International.
m. Maintains and monitors Douglas International's internal applicant database, International Students Program Database (ISP) and other database software applications used in Douglas International. Responsible for identifying inconsistencies and irregularities of the software and acts as key trouble-shooter and knowledge expert for Douglas International.
n. Recommends customizations and upgrades to and conducts testing of International Student Program Database and international's integration with Banner and ApplyBC by liaising with external vendors, CEIT and the Registrar's Office.

2. International Admissions Operations

a. Develops, designs and implements operational standards and improvements to business process efficiencies within international admissions' enrolment management operations.
b. Creates customized tools, form letters, and tracking documents using complex Excel queries to improve existing international admissions processes.
c. Recommends revisions to policies, procedures, and operational processes in Douglas International related to admissions, enrolment management, registrations and course planning.
d. Evaluates and provides input to stakeholders on the operational impact of proposed changes and suggests alternatives.
e. Liaises with academic departments to oversee the administering of admissions tests for international students.
f. Streamlines and implements efficient admissions processes to disseminate customized admissions offer

letters and program-specific addendums to prospective and admitted international students.
g. Evaluates, assesses and processes complex international student applications.
h. Coordinates outreach and admissions communications by maintaining a prospect database, and coordinates communications with prospective and admitted students.

3. Administrative and Other Duties

a. Designs, updates, and edits PDF templates and forms using Adobe Acrobat Professional.
b. Designs, updates, and edits email templates and forms using HTML. In consultation with Managers of International Marketing, creates and compiles prospective student email lists and filters using data from CRM.
c. Researches, develops, reviews, monitors, and makes recommendations for revision to policies, procedures, and processes.
d. Provides education, communication and training to Douglas International admissions and recruitment staff members and the student services team on ISP database and Banner functionalities, applicant tracking using advanced Microsoft Excel functionalities, and study permit tracking.
e. Oversees cross-functional teams on departmental tasks and projects by delegating responsibilities to staff members, training as required, and monitoring the performance of the team to ensure successful project completion.
f. Hires, trains, supervises, approves work schedules and time sheets, as well as conducts performance evaluations for auxiliary staff.
g. Performs other related duties similar in scope and complexity as required;
h. Works flexible hours, evenings and weekends when required;
i. Serves on relevant College committees as required.

Supervision or Guidance Exercised:

Hires, trains, supervises, approves work schedules and time sheets, as well as conducts performance evaluations for auxiliary staff; trains other BCGEU employees, student assistants, or volunteers how to perform a task and has some supervisory authority over employees for brief periods throughout a project or during the year.

Physical Assets and Information Management:

Maintains the student and agent databases including the application, admission, registration, records, and scheduling functions within the International Office. Maintains data integrity and confidentiality of sensitive and confidential information.

Financial Resources:

Provides budget input and recommendations. Signs for supplies at the Bookstore.

Required Education and Experience:

- A minimum a bachelor's degree in business, computer science, social sciences or related field from a recognized post-secondary educational institution, plus five years of current relevant experience in university or college admissions, operations, or an equivalent combination of experience and education.

Required Knowledge, Skills and Abilities:

- Experience implementing technology, communication processes and/or database systems.
- Experience with database management systems such as Banner and/or campus management technology or

similar CRM technology.

- Demonstrated competence working with HTML, Adobe Acrobat Professional, and Microsoft Office applications, particularly Excel, Access and PowerPoint.
- Demonstrated experience developing and managing relationships with a variety of stakeholders across the College community including faculty, department chairs, associate deans, senior administration, and staff.
- Experience preparing interpretive analyses and presenting findings through complete narrative reports or other data visualization methods.
- Experience presenting to small and large groups in informal and formal settings.
- Excellent organization skills and ability to establish and meet deadlines.
- Excellent interpersonal and cross-cultural communication skills including written and verbal fluency in the English language.
- A demonstrated ability to:
    - train others, as well as design training materials for staff members;
    - establish priorities in a changing or ambiguous environment, modify work plans effectively, and work on multiple projects concurrently;
    - work independently and as part of a team with limited direct supervision, and promote a positive work environment;
    - communicate courteously and effectively in writing, in person or on the telephone with staff, faculty, administrators and students, as well as maintain a good working relationship with others;
    - work under pressure and resolve conflict effectively;
    - function effectively in an environment where professionalism, confidentiality and sensitivity are of primary importance;
    - apply and work within relevant policies and procedures;
    - think critically in order to provide input that will streamline and to improve existing procedures.

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.