Role Description
Professional Managerial Roles

Role Title: Recruitment Coordinator

Incumbent:

Department: Outreach & Recruitment

Unit/Department Leader(s): Patti Guzzo, Manager, Jeff Wood, Associate Dean (Undergraduate Studies), Kamran Siddiqui, Associate Dean (Graduate Studies)

Date: February 2023

Position Number (if applicable): 00002117

1. UNIT OVERVIEW:
   a) Unit's Mission (2 or 3 sentences about the overall purpose or role of the unit)
   The Faculty of Engineering is dedicated to the advancement of learning through teaching and research and the discovery and application of knowledge in selected engineering disciplines. The Outreach & Recruitment Office strives to deliver programs and services to youth (K-12) and their stakeholders to garner and support an interest in Science, Technology, Engineering and Mathematics (STEM) that ultimately will lead to become a student within Western Engineering.

   b) Key Goals of the Unit
   The key goals of the unit are to: provide opportunities to young people, parents, teachers and the community to learn about STEM through workshops, open houses, camp programs and other initiatives and activities with the intention of converting this interest in STEM to applying as a future student at Western Engineering. Specific to recruitment, this unit strives to recruit high-calibre future students with a focus on groups that are underrepresented in engineering (i.e. women and BIPOC).

2. PURPOSE OF THE ROLE: (2 or 3 sentences about why this role exists and how it contributes to the mission and goals of the unit)
   The Recruitment Coordinator is responsible for the recruitment, admissions and retention of future students in the Faculty of Engineering. The incumbent plans, organizes, and executes all undergraduate, and some graduate, engineering recruitment, admissions and retention activities, including large events, admission activities and retention strategies in order to increase enrollment and awareness of Western Engineering and it's programs. The Recruitment Coordinator acts as a first point of contact and meets with future students/parents to attract high-caliber students to the Faculty. The incumbent will participate in developing recruitment and retention strategies, updating and creating promotional materials (print and web), and maintaining the websites. The Recruitment Coordinator will also provide assistance in outreach activities where there is a recruitment overlap, including activities where the target age group is Grade 9-12. The incumbent will
liaison with Western International to support potential and incoming international students to Western Engineering as required.

3. **KEY ACCOUNTABILITIES:** (a) **Summarize, in point-form, the work to be performed.** (b) **As applicable, indicate with whom the role collaborates to perform the work, and to whom the work is provided.** (c) **Indicate relevant metrics to indicate the scope of the work e.g. size of budget managed, payroll administered, or research funding administered, number of direct reports, number of students served by role, square footage of facilities managed by role, etc.**

- Provides leadership in undergraduate recruitment strategies, recruitment events planning, student admissions and retention of future students, including complete planning, leadership/accountability for events and post-event follow up for Ontario Universities’ Fair, Fall Preview Day, March Break Open House, Special Receptions (Women in Engineering, High-Achievers), Shadow Days, and special events to recruit BIPOC and/or female students.
- Supports the coordination of National Scholar interviews, the FIRST Robotics Scholarship, and the Connect Profile Program
- Collaborates with the Engineering Communications office to provide content for all undergraduate recruitment material including developing timelines and planning documents to support all recruitment activities and events, and organizing mass mailings for undergraduate recruitment initiatives to help promote Western Engineering to prospective students
- Represents the Faculty of Engineering as the first point of contact for all secondary school applicants, their parents and the public at large, and is accountable for broad based recruitment of prospective students, admissions and registration
- Provides future undergraduate student counselling and organizes tours to communicate the unique features and opportunities of Western Engineering to prospective students and their parents
- Develops future undergraduate student conversion strategies (from time of acceptance of offer, to the first day of class), including but not limited to the Western Engineering Dean’s/Associate Dean’s Welcome emails and letters, social communications, postcard campaigns, receptions and other events organized with the purpose to retain those students with offers
- Works closely with the Western Undergraduate Recruitment and Admissions Liaison Team (based in Registrar’s Office), especially during the summer months to update Campus Tour Guide manual, meets/coaches the Western recruitment team to provide current info as they visit high schools in the fall, and provides information as requested for OUAC
- Conducts a first year outreach and recruitment survey
- Trains faculty members and students in policies relevant to their recruitment volunteer responsibilities, including overseeing and running the student ambassador program
- Oversees the Recruitment budget including analyzing and forecasting financial requirements, controlling and accounting for spending, consulting regularly with Associate Dean/Manager on account balances and signing authorities, reporting deviations and over expenditures, reconciling visa purchases, approving expense claims for staff, faculty and students
• Collaborates and assists Western Indigenous Services on joint recruitment and support programming for future engineering students who identify as Indigenous
• Works with Western International contacts to implement strategy on recruiting and supporting international students to Western Engineering
• Supports the planning and delivery of graduate recruitment events and works with stakeholders to determine communications for future graduate recruitment events (Note: It is planned that eventually a full-time individual will be hired to support Graduate Recruitment; This position will support Graduate Recruitment in a much smaller capacity until that position is developed)
• Works with Outreach Coordinators on events where there is overlap with recruitment and provides assistance with larger Outreach events as needed
• Tracks information provided by Outreach Coordinators for impact of outreach activities on enrollment as required

4. **Outcomes the Role is to Achieve:** *(5 to 8 key results that will be in place by performing the work described in “Key Accountabilities”)*
   **Examples**
   • Successful recruitment events that increase the calibre of Western Engineering undergraduates, and particularly the number and calibre of female and/or BIPOC undergraduates
   • Effective conversion strategies for future students
   • Incoming undergraduate enrollment targets are met as set by the Dean
   • International students transition to Western Engineering is successful
   • Informed guidance to students and other stakeholders regarding Western Engineering programs, recruitment processes, admission requirements, and student life
   • Skilled and collegial leadership of event/program volunteers including appropriate performance management and training and development plans
   • Tasks are managed carefully and accurately with high attention to detail
   • Organized work-plans for self and others that include clear, actionable steps and targeted deadlines
   • Strong client relationships based on trust and credibility through positive and timely client interactions
   • Presentations and communications are engaging, well-planned, clear and use appropriate styles and tools
   • Full and timely accessibility of information and materials for all stakeholders
   • Event attendees enjoy a smooth and well-planned experience
   • Western Engineering’s reputation and brand is elevated locally, nationally and internationally
   • Recruitment trends are identified, new approaches and best practices are researched and recommended, and recruitment strategies are successfully implemented

5. **Problem Solving and Authority for Decisions** *(List a few examples of complex or challenging issues regularly encountered in this role where it requires the incumbent to identify or recommend a solution e.g. issues with respect to service delivery, planning, human resources, students, facilities, or other areas. For each example, indicate who is affected by the solution e.g. clients, colleagues, Department, Faculty, University)*
   **Examples**
a. **Examples of issues** that the incumbent is expected to resolve independently and **Who is affected:**
- Recruiting and training of student volunteers for recruitment events
- Counseling future students with regards to our programs and what makes us unique
- Developing and organizing various types of events each year based on data gathered from previous years’ events and analysis of results from professors, staff and student surveys
- Managing financial resources to ensure efficient and effective use within approved budget
- Data collection, interpretation and analysis

a. **Examples of issues** where incumbent requires approval and/or consultation with supervisor or others to resolve and **Who is affected:**
- Commitment of significant financial resources for major events/purchases over prescribed limits
- Establishment of departmental strategies and prioritizing of initiatives
- Budget projections and forecasting
- Significant changes in established priorities and processes
- Final approval of recruitment publications and materials
- Resolving complex situations and/or issues
- Responding to requests for complex information from the internal and external community

b. **Pre-established Guidelines for Decisions** *(e.g. List key University policies, Western collective agreement articles, legislation, professional or other standards that specify the way the role must perform certain tasks or make certain decisions)*
- Manual of Administrative Policies and Procedures
- Collective Agreements and employment policies
- Academic Calendar
- Western's Human Resources Policies and Procedures
- Western's Financial Policies and Procedures
- Procurement of Materials and Services
- Western's Strategic Plan
- Freedom of Information and Protection of Personal Privacy (FIPPA)
- Accessibility for Ontarian's with Disabilities Act
- Employment Standards Act
- Occupational Health and Safety Act and Regulations
- Engineering policies and procedures
- Admission guidelines/policies
- Unit goals, objectives and current priorities

### 6. SUPPORT AND RESOURCES:

a. **Leadership:** Who provides the incumbent with work expectations, coaching, development support, formal performance feedback and evaluation?
The Recruitment Coordinator will work with the Manager, Recruitment to establish priorities and work assignments. The Manager will provide performance feedback and coaching regularly, and more formal reviews annually through the PDG process to collaboratively design and oversee their professional development plan.

b. Colleagues & Key Resource People: With whom does the incumbent regularly collaborate to receive or share information and engage in problem-solving relevant to their role?
- Manager, Recruitment
- Undergraduate Services - Academic Counsellors, Engineering; Academic Counselling and Admissions Coordinator, Engineering
- Associate Dean (Undergraduate Studies); Associate Dean (Graduate Studies)
- Communications Specialist, Outreach Programs Coordinator,
- Western International; Office of the Registrar; SGPS; Manager, Undergraduate Recruitment

c. Other: List any specialized training, equipment, resources, or other supports required for success in this role (e.g. Peoplesoft training, lab safety, mobile devices, private space, protective equipment, etc.).
- Laptop/Computer
- System access to databases and information relevant to the accountabilities of the role (PeopleSoft, Cascade, mass e-mailing software and programs, Qualtrics)

7. **Work Context:**
8. Requirements to Perform Successfully in the Role

a. Professional Qualifications & Education

Minimum Required:

- Undergraduate Degree

Preferred:

- Undergraduate Degree in Business/Management Studies, Science or Engineering

b. Experience

Minimum Required:

- 3 years of experience working in a University (post-secondary) environment building strong relationships with students, faculty, staff and the community
- Human Resources, recruiting or counselling experience, specifically in relation to recruiting highly qualified personnel (students)
- Proven sales/marketing/public relations experience with selling a program, product or concept
- Experience coordinating and planning events with multiple stakeholders with demonstrated experience in public speaking with outstanding presentation skills
- Mental Health training and exposure and experience working with at-risk populations (physical and mental)
- Experience with BIPOC and female audiences and with high school student programs

Preferred:

- Counselling and international student relations experience
- Experience with high school student outreach programs

c. Knowledge, Skills & Abilities: (Describe the knowledge, skills and abilities needed to perform the role successfully [including the use of specialized equipment])

Examples

- Knowledge of post-secondary programs, protocols and processes related to admissions
- Knowledge of procedures required of incoming international students
- Knowledge of Western Engineering's program and certificate contents and requirements
- Knowledge of Senate regulations, Faculty and departmental policies would be a strong asset
- Ability to act on new information and effectively contribute in a changing environment
- Ability to effectively present information, and conduct training sessions and workshops
- Compelling and persuasive communication skills to engage individuals and teams inside and outside the University

Revised March 24, 2014
- Ability to work in a manner that models best practices in confidentiality standards
- Ability to apply creativity, innovation and resourcefulness to daily work
- Cross-cultural competency with an ability to interact and work effectively with people from different cultures and backgrounds
- Customer service skills to understand customer needs and expectations, with a desire to deliver helpful and reliable service to the University community
- Detail-oriented with an ability to function and process information with high levels of accuracy
- Ability and willingness to stay abreast of technological developments
- A well-defined sense of diplomacy, including solid negotiation and conflict resolution skills
- Self-directed, and comfortable exercising discretion and independent judgment in a fast-paced environment
- Demonstrated organizational skills to anticipate, plan and balance multiple priorities with many interruptions with the ability to meet and cope with the stress of deadlines while maintaining accuracy
- Capacity to consider issues from the perspective of others
- Ability to work within a flexible schedule to accommodate the Faculty's events and activities with the ability to work evening and weekends for events and workshops
- Ability to listen, inform, explain, and advise students on academic processes and regulations
- Intermediate computer skills in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint), with Adobe Acrobat, with content management systems (such as Cascade), with applications and databases to input, organize and analyze data (such as Access, Qualtrics, PeopleSoft HE)
- Interpersonal skills to liaise with prospective and current students, staff, faculty and other members of the Western community with the ability to respond and be sensitive to the emotional needs of students, support staff and faculty working under pressure
- Ability to plan and manage events of various sizes; familiarity with large scale events an asset
- Proven ability and natural inclination to develop relationships by interacting with people in a professional, respectful and diplomatic manner
- Ability to work independently and effectively as a member of the team to achieve department goals
- Ability to take initiative and work collaboratively with academic and administrative leaders, students, corporate partners, alumni and volunteers
- Must have a valid Class G drivers license and access to a car is preferable; Must be willing to travel within Southwestern Ontario on a regular basis and be willing to travel internationally (infrequently)

**d. Background Checks Required** *(Type a “Y” to the left of any required background checks)*  
More Information

<table>
<thead>
<tr>
<th>Y</th>
<th>Education Verification</th>
<th>Credential Verification</th>
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<tbody>
<tr>
<td></td>
<td>Driver Abstract</td>
<td>Credit Inquiry</td>
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<td>Police Criminal Record Check</td>
<td>Police Vulnerable Sector Check</td>
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<td>Police Information Check</td>
<td>Other:</td>
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9. **Working Conditions** *(Type a “Y to the left of any applicable conditions where they are a regular part of performing the role. Note: “Regular” is defined as daily or almost daily)*

### Physical Effort:

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<tbody>
<tr>
<td><strong>Y</strong></td>
<td>Computer workstation</td>
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<td>Extensive walking</td>
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<td><strong>Y</strong></td>
<td>Lifting/pushing heavy objects</td>
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<td>Squatting/awkward positions</td>
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<td>Climbing</td>
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<td>High Repetitive movements</td>
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<td>Other:</td>
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### Physical Environment:

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<tr>
<td><strong>Y</strong></td>
<td>Normal Administrative Office Environment</td>
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<td><strong>Y</strong></td>
<td>Driving on behalf of employer</td>
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<td>High noise level</td>
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<td>Exposure to welding equipment and fumes</td>
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<td>Extremes of temperatures</td>
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<td>High dust concentrations</td>
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<td>Potential exposure to hazardous substances</td>
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<td>Exposure to contagious illnesses</td>
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<td>Exposure to chemical or biological agents</td>
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<td>Exposure to occupational injuries</td>
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<td>Other:</td>
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### Sensory Attention:

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<td><strong>Y</strong></td>
<td>Prolonged periods of listening/reading/watching/observing</td>
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<td>Smelling, tasting, touching</td>
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<td>Monitoring video displays</td>
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<td>Auditing</td>
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<td>Technical troubleshooting</td>
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<td>Other:</td>
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### Mental Demands:

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<td><strong>Y</strong></td>
<td>On-call responsibilities outside of normal schedule</td>
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<td><strong>Y</strong></td>
<td>Odd and irregular schedule of hours</td>
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<td><strong>Y</strong></td>
<td>Requirement to travel out of town</td>
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<td><strong>Y</strong></td>
<td>Unpredictable workload</td>
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<td>Isolation or boredom</td>
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<td><strong>Y</strong></td>
<td>Other: Ongoing interruptions; Multiple/simultaneous deadlines</td>
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### Additional Notes on Working Conditions:
11. **Reason for Submission to Human Resources: (Type a “Y” to the left of the reason)**

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<thead>
<tr>
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<th>Reason</th>
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<tbody>
<tr>
<td>Y</td>
<td>Evaluation and recruitment of a new role</td>
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<td>Evaluation and recruitment of an updated or redesigned role</td>
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<td></td>
<td>Evaluation of a redesigned role that is currently filled</td>
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12. **Distribution of Completed Document:**

1. Copies to Employee and Leader
2. Signed original to Next Level Supervisor/Budget Unit Head
3. Send to HR-Pos-Desc@uwo.ca
   Include:
   a) A scanned, signed version of the completed role description form
   b) An organization chart
   c) If recruiting, attach a Request for Hire form and a MS Word version of the role description

Note: Human Resources requires a scanned, signed version of all role descriptions on file. A MS Word version enables using the description content for recruitment efforts.