

Classification	Administrator
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Pay Group:	12

## **JOB DESCRIPTION – ASSOCIATE REGISTRAR, RECRUITMENT & ADMISSIONS**

### **NATURE AND SCOPE OF WORK**

This is an administrative and professional role. It involves developing, planning, organizing, coordinating, managing, and carrying out the services and procedures of domestic student recruitment and admissions. Reporting to the Registrar, this role oversees and supports leadership of the day-to-day operations of the recruitment and admissions teams.

The primary functions of this role are to lead the design, implementation, and management of the student recruitment and admissions strategies that meet the strategic goals of the institution. The position is a member of Registrar's Office management team.

### **ILLUSTRATIVE EXAMPLES OF DUTIES**

#### **Domestic Student Recruitment**

- Develops and implements the strategy for student recruitment to meet the goals of the University within a competitive market place.
- Establishes priorities for recruitment engagement.
- Attends and participates in off campus recruitment activities.
- Ensures an up to date understanding of the changing dynamics of the post-secondary sector in BC, Canada and internationally.
- Determines measurement criteria and prepares detailed analyses of data related to the student recruitment funnel.
- Ensures an in-depth understanding of Strategic Enrolment Management (SEM), the role that recruitment has within that context and aligns all recruitment activities within this framework.
- Coordinates travel for all off campus recruitment events.
- Travels within BC and Canada to support recruitment activities.
- Supports program and/or faculty level recruitment activities.
- Works collaboratively with the Centre for International Experience in relation to their student recruitment strategy.
- Manages, markets, delivers on-campus, and off campus recruitment and special activities to support student recruitment for the university.
- Responsible for altering and augmenting recruitment activities to meet the interests and needs of prospective students, their supporters and the needs of the university.



- Develops and updates student recruitment materials in coordination with Communications and Marketing.
- Maintains knowledge of current developments in post-secondary education and acts as a resource on recruitment practice and trends for Admissions, Advising, Registration and other areas of the Registrar's Office and the University community.
- Prepares, submits and administers the annual Recruitment budget.
- Coordinates and oversees engagement with High School counselors, including the annual Capilano University High School Counselors' Conference.
- Responsible for maintaining relationships with regional school districts and for supporting initiatives associated with dual credit and concurrent enrolments.
- Uses independent decision-making and creativity to assess, create, and enhance the Recruitment Department's business processes using technology solutions wherever possible to streamline process and practice.

## **Admissions**

- Develops and implements the strategy for admissions to meet the goals of the University within a competitive market place.
- Manages the processing of all domestic admissions for the university and liaises with the Centre for International Experience (CIE) for all international admissions to ensure that the appropriate policies, procedures and practices have been applied in a consistent manner.
- Ensures that the admissions practices of the University reflect all relevant changes to the Canadian high school and post-secondary systems.
- Collaborates with the Supervisor, Admissions ensuring appropriate training of the Registrar's Office staff in terms of functions under their responsibility and with systems that support those functions.
- Supports student retention through the collaborative design, development and delivery of transitional programs and services.
- Attends and participates in on and off-campus recruitment activities, as needed.
- Supports program and/or Faculty level admissions activities.
- Develops and updates admission materials in coordination with Communications and Marketing.
- Acts as a resource on admissions practice and trends for the Registrar's Office and the University community.
- Works collaboratively with the Associate Registrar, Systems and Scheduling on various systems projects and upgrades including Banner admissions modules, EducationPlannerBC improvements, and integrations with other Registrar's Office student systems.



## General

- Hires, manages and coaches a team of recruiters and admissions facilitators.
- Reviews and provides recommendations for recruitment and admissions processes and procedures and collaborates with the Registrar's Office management team in reviewing and recommending changes in all areas of the unit.
- Under the direction of the Registrar, ensures quality control, data security and adherence to data standards & policies.
- Ensures that University policies, of an academic nature, are consistently adhered to and assists the Registrar with the review and development of academic policies.
- Assists the Registrar in long and short term planning for the Registrar's Office. Reviews, monitors and develops functional area goals as well as Registrar's Office goals, including professional development activities.
- Ensures confidentiality of all student records and other records managed or maintained by the Registrar's Office.
- Adheres to the rules of the Freedom of Information and Protection of Privacy legislation.
- Provides information to the Board, administrators, faculty, staff, students and the public as appropriate and as required.
- Advises the Registrar on the preparation of the budget for the Registrar's Office authorizes planned and approved expenditures.
- Participates on a variety of internal and external committees and associations.
- Performs other related duties/projects as required.

## REQUIRED LEADERSHIP COMPETENCIES

### 1. Job Knowledge

Possesses functional and technical knowledge as well as demonstrates understanding of job assignment. Performs key responsibilities and understands how to effectively utilize key resources and technology for all aspects of the job.

### 2. Service Focus

Values the importance of delivering high quality, innovative service to internal and external customers (colleagues, students, families, visitors, etc.). Understands the needs of the customer and follows up to ensure satisfaction. Able to prioritize and set work activities accordingly. Uses relevant skills to achieve goals and finds innovative solutions to achieve the “extra mile”.

### 3. Result Oriented

Takes responsibility for own work. Feels personally committed and accountable to deliver results quickly, accurately and effectively. Uses thoughtful judgment when responding to situations that are not going well and uses foresight to overcome obstacles.



#### **4. Initiating Action/Taking Initiative**

Readily takes action consistent with departmental or University objectives. Volunteers readily and takes independent actions when appropriate. Leads by example and is a good role model for others to follow. Suggests methods and procedures to improve departmental operations.

#### **5. Leadership and Supervisory Abilities**

Attracts and selects the best talent. Coaches and inspires people. Sets expectations, recognizes achievements and proactively manages conflict. Delegates and consistently guides the team towards the outlined goals. Clearly defines responsibilities and authority limits of subordinates. Recognizes individual capabilities and assigns work accordingly.

#### **6. Problem Solving and Decision Making**

Identifies problems, involves others in seeking solutions, conducts appropriate analyses, searches for best solutions and responds quickly to new challenges. Makes clear, consistent and transparent decisions. Acts with integrity in all decision-making, distinguishing relevant from irrelevant information. Assures adequate control and accounting of all funds including maintaining sound financial practices. Demonstrates a cross-university view.

#### **7. Strategic Planning and Organizing**

Aligns departmental priorities with the University's purpose. Measures outcomes and uses feedback to change as needed. Proposes solutions and alternatives on allocation of resources to achieve the University's outlined strategy. Approaches decision making (including, where applicable, program development, modification and or cancellation) with a focus on the potential impact on student enrollment, engagement and success.

#### **8. Employee Development**

Encourages and supports employee participation in personal and professional development. Able to coach, evaluate, develop and inspire direct reports. Provides constructive and objective performance feedback on a regular basis. Acknowledges and encourages good performance and proactively identifies and discusses performance problems in a timely manner. Ensures risks are minimized through proactive succession planning.

### **REQUIRED KNOWLEDGE, ABILITIES AND SKILLS**

- Extensive knowledge and proven experience in the activities of student recruitment, admissions and functions of a registrar's office.
- Excellent verbal and written communication skills.
- Demonstrated ability to develop, execute and complete projects.
- Proven management, leadership and administrative skills.
- Demonstrated ability to manage and motivate others.
- High attention to detail and accuracy.
- Knowledge of web applications.



- Thorough knowledge of database software (Banner knowledge is an asset)
- Energetic, resourceful and capable of dealing professionally with, and commanding the respect of, administrators, faculty, staff, students and the public.

### **REQUIRED TRAINING AND EXPERIENCE**

- Bachelor's degree or equivalent (Master's degree preferred)
- Minimum of 5 years' experience in a role of increasing complexity and responsibility, including a supervisory role, in a post-secondary institution. Preference given to direct student recruitment experience.
- Valid Class 5 B.C. Driver's License required.