



Class No.:	
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Pay Group:	22

CLASS SPECIFICATION

INDIGENOUS STUDENT RECRUITMENT ADVISOR

NATURE AND SCOPE OF WORK

The purpose of this position is to promote the enrolment of Indigenous students at Capilano University. The role involves promoting enrollment in university programs. Duties include enhancing the visibility of the University and University programs with prospective students and those who influence their post-secondary education choices by providing first-level, information about the program options and University admission requirements with particular knowledge in the University's Indigenous supports and content and Nation-related supports; attending education and career fairs; attending recruitment events; engaging audiences in social media and social networks, assisting with the development of promotional and recruiting materials; responding to inquiries; conducting campus tours; researching new recruitment opportunities; and collecting and analyzing recruitment related data. The incumbent is also a member of multiple cross-functional teams and works in cooperation with the University. This position requires flexible work hours and includes domestic travel. Additionally, this position supports the cultural adjustment of Indigenous students into Capilano University, working closely with the Indigenous Student Support Advisor and the greater University community to provide transition support services. This role reports to the Manager, Indigenous Education and Affairs.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Enhances the visibility of the University and awareness of programs with prospective Indigenous students and with those who influence their post-secondary education choices by visiting high schools, Indigenous community events, and holding group information sessions as well as one-on-one prospective advising appointments.
- Develops and maintains relationships with high school counsellors, Indigenous organizations, and community groups, regional campuses and designated Nation

Education Department representatives.

- Travels within BC and Canada to recruit Indigenous students at recruiting events and consults with the Capilano University Student Recruitment team and the external Provincial Indigenous Recruitment group “Strengthening the connections” to establish an annual recruitment schedule, which includes but is not limited to recruitment-related events, and independent visits.
- Represents the University at Indigenous education and career fairs, designing displays, organizing promotional materials, and providing first-level information about university programs and services and forward leads to programs and departments, as appropriate.
- Coordinates, oversees, and arranges activities including but not limited to Inspiration Nation, Explore Capilano and the High School Counselor Conference. This includes developing presentations, timelines, and schedules; coordinating involvement of faculty and staff from across the campus; supporting any potential student opportunities for involvement; working with the Project Assistant on events arrangements.
- Supports the development of and activities for the Indigenous Student Orientation.
- Researches and develops new Indigenous recruitment opportunities and methodologies, consulting widely with internal and external stakeholders to identify barriers to and supports for Indigenous student recruitment.
- Prepares, produces, and sends correspondence and material, including supporting the creation of communications templates for future automation through a Customer Relationship Management (CRM) system.
- In partnership with the Projects Assistant, engages prospective and current students and other key audiences in social media as part of an overall recruitment and retention strategy.
- Conducts campus tours for potential students, their families, and community members.
- Collaborates with the Enrolment Services Marketing and Student Communications Team to ensure recruitment materials reflect information needs particular to prospective Indigenous students.
- Researches sources of financial aid, housing, childcare, and other community support services for Indigenous students and assists them in gaining access to these services.
- Provides information about the educational needs of Indigenous students in regional communities.

- Monitors, compiles data, and prepares reports on the recruitment process and events for Indigenous students.
- Prepares recruitment operation budgets in consultation with the Manager, Indigenous Education and Affairs for approval of the Director, Indigenous Education and Affairs.
- Performs duties related to the requirements and qualifications of the position.
- May be required to take training and act in the capacity of a floor warden as part of the University's Emergency Preparedness Plan (Fire, W.H.M.I.S, Earthquake).

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Knowledge of applicable policies, rules, regulations, and procedures that govern departmental activities.
- Knowledge of University programs, courses, activities, transfer processes, Prior Learning Assessment and Recognition, and community support resources.
- Considerable knowledge of the University's admissions and registration procedures.
- Considerable knowledge of Band-related requirements for post-secondary student supports.
- Familiarity with certificate, diploma, degree, and graduate degree programs at Canadian post-secondary educational institutions.
- In-depth understanding of potential barriers to education faced by Indigenous people, of available supports specifically offered to Indigenous peoples, and familiarity with the Aboriginal Post-Secondary Education and Training Policy Framework and Action Plan.
- Extensive knowledge of the British Columbia high school system, and the role of high school counsellors and Aboriginal support workers; with working knowledge of the Canadian High School system.
- Ability to collect and analyze data to determine trends and establish recruitment strategies.
- Considerable knowledge of office software, database structures (Argos, Student Information Systems, social media and current best practices for use in an academic setting.

- Demonstrated experience with a customer relationship management (CRM) system.
- Ability to establish and maintain effective working relationships with other employees, students, potential students, Indigenous communities, and the general public.
- Ability to communicate accurate information effectively on a one-to-one basis or to groups of varying size with proficiency in facilitating groups in formal and informal settings.
- Ability to exercise tact, diplomacy and cross-cultural sensitivity with fulsome understanding of student confidentiality policies and related processes.
- Ability to compose letters, memoranda, and materials of a non-routine nature, and to support the design of Indigenous student specific promotional materials.
- Ability to prioritize, to multitask, and to apply organization skills to meet deadlines.
- Ability to work both independently and in a team environment with minimal supervision.
- Ability to organize and conduct campus tours as requested.
- Ability to lift and manoeuvre boxes of pamphlets and display units.
- Ability to travel for recruiting events.

REQUIRED TRAINING AND EXPERIENCE

- Bachelor's degree in a related field, such as marketing, communications, or business management.
- Two years of student recruitment experience and working with a Customer Relationship Management system, with an asset of two years of experience working with Indigenous individuals and communities on educational and other issues, and delivering social programs and activities.

REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS

- Valid Class 5 B.C. Driver's License.