

Class No.:	Staff
Original Date:	March 2005
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Pay Group:	22

CLASS SPECIFICATION

STUDENT RECRUITMENT ADVISOR

NATURE AND SCOPE OF WORK

Reporting to the Associate Registrar, Recruitment and Admissions, the Student Recruitment Advisor works as a member of the CapU recruitment team that promotes enrolment in University Programs and ensures the University's enrolment goals are met. The position participates in developing and implementing the enrolment plan for the University in collaboration with the Supervisor, Recruitment and Transition, and the Associate Registrar, Recruitment and Admissions. Duties include: providing first-level information and admission support to prospective students and those who influence their post-secondary education choices in accordance with University, Faculty, and program policies, procedures, and regulations; coordinating and participating in recruitment events; engaging audiences in social media; responding to inquiries; conducting campus tours; researching new recruitment opportunities, collecting and analyzing recruitment-related data, and evaluating the effectiveness of recruitment activities and initiatives. The incumbent is also a member of multiple cross-functional teams and works in cooperation with the University. This position requires flexible work hours during weekdays as well as some weekends and includes domestic travel.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Enhances the visibility of the University and awareness of university programs with prospective students and with those who influence their post-secondary education choices by visiting high schools and holding group information sessions as well as one-on-one interviews; attending and speaking at a variety of meetings; speaking with high school groups; and addressing other groups to provide information about the content and admission requirements of university programs and student support services
- Develops and maintain relationships with high school counsellors and other community groups.
- Coordinates the creation of communications templates for future automation through a Customer Relationship Management (CRM) system.
- Develops an understanding of the recruitment workflow to support process improvements and future CRM system implementation.
- Coordinates, oversees and arranges activities including but not limited to Explore Capilano and the High School Counselor Conference. This includes developing

themes, timelines, and schedules; coordinating the involvement of faculty and staff from across the campus; booking rooms; arranging catering; and making presentations.

- Represents the University at off and on-campus recruitment events including designing and assembling the displays; creating and organizing promotional materials; and attending the events to respond to enquiries, make presentations, provide information about university programs, student support services, collect leads, and forward leads to programs and departments, as appropriate.
- Arranges for students, faculty, and executive representatives to speak to various groups settings, including but not limited to, Explore Capilano, high school visits, counsellor conference, off and on campus public meetings etc.
- Supports the Registrar's Office front-line functions by providing front counter and telephone support.
- Researches and develops new recruitment opportunities.
- Advises potential students on university admissions procedures, deadlines, and documentation in accordance with the University policies, procedures, and regulations.
- Engages prospective and current students and other key audiences in social media as part of an overall recruitment and retention strategy.
- Develops and maintains the University Student Leader and Recruitment Student Ambassador programs by recruiting, training, retaining, and communicating with leaders.
- Creates and maintains web pages and other promotional materials.
- Refers students or potential students to resource areas in the University or Campus community as required.
- With the Supervisor, Recruitment and Transition and the Associate Registrar, Recruitment and Admissions, participates in developing marketing and recruitment strategies and marketing collaterals.
- Prepares, produces and sends correspondence and material.
- Conducts campus tours.
- Supports the development and implementation of newly admitted student activities and or any activities that aid with the completion of outstanding admissions applications.
- Works cooperatively with Admissions and/or Academic Advising concerning recruitment activities.
- May be required to take training and act as a floor warden as part of the University's Emergency Preparedness Plan (Fire, W.H.M.I.S, Earthquake).
- Performs duties related to the qualifications and requirements of the position.

REQUIRED TRAINING AND EXPERIENCE

- Bachelor's degree in a related field, such as marketing, communications, or business management.
- Two years of direct post-secondary recruitment experience, including experience using a Customer Relationship Management (CRM) system within the higher education sector for recruitment and admissions purposes.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Considerable knowledge of the University's policies, rules, regulations, and procedures governing departmental activities.
- Considerable knowledge of the University's programs, courses and activities offered.
- Considerable knowledge of the British Columbia High School system, the role of high school counsellors or School District career advisors, and working knowledge of the Canadian High School system.
- Considerable knowledge of the University's admissions and registration procedures.
- Ability to collect and analyze data to determine trends and establish recruitment strategies.
- Considerable knowledge of social media technologies and best practices.
- Proficient in the use of a variety of office software applications (e.g. word processing, database, web-based, and spreadsheet applications) and student information systems (e.g. Banner)
- Demonstrated experience with customer relationship management (CRM).
- Excellent organizational, interpersonal, conflict resolution, and communication skills (oral, written, and presentation)
- Ability to design promotional and marketing collaterals.
- Ability to recruit and train student volunteers and student employees.
- Ability to exercise tact, diplomacy, and cross-cultural sensitivity.
- Ability to prioritize, multitask, apply organization skills to meet deadlines, and handle confidential/sensitive materials with discretion.
- Ability to exercise mature judgement, tact, and discretion and work with minimal supervision.
- Ability to compose routine and non-routine correspondence and basic recruiting materials.
- Ability to organize and conduct individual or large group campus tours as requested.
- Ability to establish and maintain effective working relationships with other employees, potential students, students, volunteers, and the general public.
- Ability to lift and manoeuvre boxes of pamphlets and display units.
- Ability to arrange suitable transportation when travelling to other CapU campuses and recruitment events and activities within the Lower Mainland and Canada.

REQUIRED LICENCES AND CERTIFICATIONS

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