

Class No.:	
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Pay Group:	24

CLASS SPECIFICATION

STUDENT RECRUITMENT SPECIALIST

NATURE AND SCOPE OF WORK

The Student Recruitment Specialist is responsible for the implementation and execution of projects that work towards achieving the long-term goals and visions of Capilano University's recruitment team – data-informed, progressive, and collaborative. This position relies heavily on relationship-building and interpersonal skills to connect the recruitment department with faculty, various internal and external stakeholders, and prospective students. With a strong background in marketing and events, the incumbent brings valuable expertise to engage target audiences and enhance recruitment initiatives.

The incumbent understands the full admissions cycle, from prospective applicant through to enrolled student. Additionally, the position requires a tech-savvy individual with experience working with CRM systems within the higher education industry, in both recruitment and admissions contexts, to further support the department in aligning with and exceeding industry standards. The incumbent is also a member of multiple cross-functional teams and works collaboratively with various areas within the University.

This position may require flexible work hours and may include domestic travel. The incumbent reports directly to the Associate Registrar, Student Recruitment and Transition.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Implements the strategic recruitment plan for domestic students in consultation with the Associate Registrar, Student Recruitment and Transition.
- Collaborates with Deans, Divisional Chairs, Coordinators and Convenors to create strategic recruitment plans for their department and programs that have been highlighted for growth.
- Coordinates the intelligence gathering within the Registrar's Office for academic initiatives and planning related purposes.

- Coordinates multiple projects intended to increase enrolment in conjunction with the Associate Registrar, Student Recruitment and Transition.
- Serves as the liaison with the Admissions unit to create high impact conversion tactics and strategies to increase the enrolment rate at Capilano University.
- Serves independently as the point person for internal coordination of university student recruitment and enrolment management projects and goals, utilizing specific knowledge gained of admissions, registration criteria, and financial aid and/or scholarship information and deadlines.
- Works collaboratively with internal stakeholders to implement various recruitment programs and marketing strategies.
- Collaborates with Marketing and Digital Experience department to develop marketing materials that will speak to the various target markets.
- Significant understanding of the enrolment funnel – identifies gaps in strategies and tactics to guide prospective students through the funnel.
- Compiles recruitment data and researching best practices in student recruitment.
- Regularly monitors the success of activities and adjusting priorities in consultation with the Associate Registrar, Student Recruitment and Transition while communicating up-to-date information with the rest of the Student Recruitment team to ensure that overall recruitment goals are met.
- Generates and maintains statistics and tracking admissions and registrations in order to measure recruitment outcomes in relation to recruitment strategy.
- Develops a framework to market and promote strategically identified programs for growth in collaboration with the Associate Registrar, Student Recruitment and Transition.
- Creates a framework for the implementation and usage of a contact management system and/or a customer relationship management (CRM) system.
- Identifies projects that will further elevate the impact of conversion activities in conjunction with the Admissions unit.
- Researches and identifies persons for recruitment to specific programs.
- Identifies and analyzes data to inform strategic enrolment planning.
- Researches and develops new and innovative recruitment opportunities in collaboration with internal stakeholders.
- Arranges for students, faculty and executive representatives to speak to a variety of groups such as immigration services, international schools etc. to increase diversity in domestic exposure of programs.
- Develops reports and dashboards to enhance the Recruitment team's knowledge of current state, pivot tactics and strategies to ensure optimization of enrolment goals.
- Prepares and manages event budgets, ensuring effective allocation of resources for recruitment initiatives and maintaining alignment with departmental financial goals.

- Plans, promotes, and organizes large-scale recruitment events, such as open houses and information sessions, aimed at engaging prospective students and showcasing Capilano University's programs and facilities. Coordinates with faculty, staff, and external vendors to ensure event success and a seamless experience for attendees.
- 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).
- Performs duties related to the qualifications and requirements of the position.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Considerable knowledge of student recruitment, including the full enrolment funnel/cycle.
- Considerable knowledge of data reporting tools for enrolment purposes.
- Considerable knowledge of applicable policies, rules, regulations and procedures that govern departmental activities.
- Considerable knowledge of the University's programs, courses and activities offered.
- Considerable knowledge of the University's admissions and registration procedures.
- Considerable knowledge of word processing, spreadsheet, database, internet and e-mail applications.
- Ability to develop marketing strategies for student recruitment purposes.
- Ability to collect and analyze data to determine trends and establish recruitment strategies.
- Ability to represent the University to potential students and other groups in a professional and business-like manner.
- Ability to address large or small groups fluently and enthusiastically in formal or informal settings.
- Ability to communicate accurate information effectively on a one-to-one basis or to groups of varying size.
- Ability to develop, execute and complete projects.
- Ability to recruit, train and supervise student volunteers and student employees.
- Ability to exercise tact, diplomacy and cross cultural sensitivity.
- Ability to prioritize, to multitask, and to apply organization skills in order to meet deadlines.
- Ability to work with minimal supervision.
- Ability to compose routine and non-routine correspondence and basic recruiting materials.
- 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.

REQUIRED TRAINING AND EXPERIENCE

- Bachelor's degree.
- A minimum of three years of student recruitment experience, including admissions work and both hands-on and direct experience implementing or using a Customer Relationship Management (CRM) within the higher education industry for recruitment and admissions purposes.
- Three years of project management experience using project management software, including experience implementing new systems within the higher education context.
- Three years of experience in marketing and event management, particularly with large-scale post-secondary events such as Open Houses.