



CUPE POSITION DESCRIPTION TEMPLATE

**WORKING TITLE: INTERNATIONAL RECRUITMENT
& ADMISSIONS SPECIALIST**

**DATE PREPARED: AUG 2018
REVISED: MAR 2021**

DEPARTMENT: INTERNATIONAL EDUCATION

POSITION STATUS: REGULAR, F/T

LOCATION: Cranbrook

POSITION NUMBER: 181

SUMMARY OF RESPONSIBILITIES

International Recruitment & Admissions Specialists directly contribute to the mandate of recruiting, retaining, and providing services to qualified international students to the College. Specialists recruit internationally, respond to information requests from international applicants, promote College programs in innovative ways, and contribute to operational responsibility as assigned by the Manager.

KEY DUTIES & RESPONSIBILITIES

1. International student recruitment and partnership development
 - Under the guidance of the Manager, create and implement an annual international marketing and recruitment plan for assigned geographic regions.
 - Under the guidance of the Manager, represent College of the Rockies at international education fairs, actively interact with government ministries, and organize and deliver tailored workshops/seminars at schools or for targeted groups.
 - Follow-up on prospective international student leads generated through the International Education Office's partnerships with web-marketing provider(s).
 - Follow-up on prospective international student leads generated from fairs, seminars, webinars, and school workshops.
 - Develop marketing and recruitment strategies for assigned countries and assist the international department in its overall marketing/recruitment initiatives.
 - Assist applicants through the application process while at fairs, seminars, and workshops.
 - Communicate regularly with agent network (existing and prospective) to ensure current market materials are available and in hand.
2. Admissions
 - Evaluate applications for admission from applicants in the assigned region
 - Expertise in secondary and post-secondary curricula and equivalencies for the assigned region
 - Update admissions manuals and knowledge base with changes to curricula and grade equivalencies
 - Provide admissions support in overflow situations
3. Research and reporting

- Collect, compile, and analyze market data to understand current and evolving global trends to develop new recruitment markets and to improve upon existing ones.
 - Create summary reports of trips and activities, including travel expenses.
 - Provide feedback from prospective students/families to assist Marketing and Communications Department in the development of new marketing/recruitment materials and campaigns.
 - Maintain familiarity with activities of competitor institutions and countries.
4. Liaise with internal partners
- Liaise with Institutional Research (IR) and/or Marketing-Communications as assigned.
 - Supervise Student Opportunities Fund students
5. Non-academic support of current international students
- Cross-train with other functions within the international office.
 - Provide coverage for the International Education team as needed.
 - Maintain international student records in accordance with the College's policies and procedures.
 - Actively contribute to and participate in the development of international student activities.
 - Maintain awareness of immigration policies and procedures and share with the team.
 - Knowledge and understanding of College program and procedure changes.
 - Promote a caring, student-first attitude between College staff and students.
 - Work collaboratively with community to discover and understand the needs and expectations of the communities impacted by international students.
 - Perform other duties as assigned by the Manager.

Other Related and Reporting Duties: NEED LOU – 3 MONTH

- Research and arrange travel (flights, accommodation, scheduling, etc.)
- Attend meetings with College departments as required
- Collaborate and lead international student retention initiatives and activities
- Other duties as required

DECISION MAKING

- Make decisions in advance of travel to accommodate event schedules and to ensure appropriate marketing materials are delivered in a timely fashion.
- Ability to filter through information (electronic and otherwise) to make informed decisions on recruitment activities and emerging target markets.
- Identifying next steps in managing stakeholder relationships.
- Interacting with people and groups in a sensitive, culturally appropriate way.

POSITION RELATED QUALIFICATIONS – EDUCATION AND EXPERIENCE

- Diploma in Education, Business, or related field from an accredited post-secondary institution.
- Minimum two years of related experience in international education, student recruitment at the institutional or school district level, and working directly with recruitment agents.
- Understanding of post-secondary admissions in both Canadian and international contexts.
- Experience in strategically using media and social media, marketing, market research, newsletter design.

- Strong, effective and positive verbal and written communications skills including the ability to develop and deliver presentations to groups of varying sizes.
- Experience interacting with individuals whose first language is not English.
- Ability to work hours outside of regular College operating hours and offsite for international recruiting.
- Demonstrated success in managing professional relationships with stakeholders in a diplomatic way.
- Valid Canadian passport without restrictions.
- RISIA (Regulated International Student Immigration Advisor) designation would be an asset.

POSITION SPECIFIC WORKING CONDITIONS and ENVIRONMENT, SAFETY REQUIREMENTS

Physical and Mental Effort:

- Organizing travel abroad.
- Organizing and lifting marketing materials (print brochures, gift items, display items, etc.)
- Setup and hosting at recruitment fairs and seminars.

Work Environment:

- Regular international travel – up to six international trips per year. Must be willing to travel internationally for several days or up to two weeks at a time.
- Working in a collaborative team environment.
- Confident and well-spoken in developing and delivering presentations, workshops, seminars.

Safety Requirements:

- Awareness of international travel risks, travel restrictions.
- Lifting and transport of marketing materials and recruitment fair kits.
- Class 4 Driver's License required.

COLLEGE OF THE ROCKIES RECRUITMENT SPECIFICATIONS

Describe the minimum qualifications and specifications required of the position in order to perform the role competently. (The focus is on the position, not the person or their performance).

<u>ESSENTIAL</u>	<u>DESIRABLE</u>
<p>Formal Education:</p> <ul style="list-style-type: none"> - Must have a 2-year diploma in an area related to business, marketing, or education. 	<ul style="list-style-type: none"> - Bachelor’s degree in Business or Education strongly preferred - A related post-secondary degree in communications, marketing; equivalent combinations of education and experience may be considered - RISIA designation
<p>Related Work Experience:</p> <ul style="list-style-type: none"> - Minimum 2 years of related experience in international education, student recruitment at the institutional or district level, and working directly with recruitment agents - Valid Canadian Passport without restrictions 	<ul style="list-style-type: none"> - 3 to 5 years of broad communications experience, including writing different types of material for different audiences
<p>Problem Solving and Complexity:</p> <ul style="list-style-type: none"> - Keen eye for detail, particularly in tactical implementation and audience analytics - Ability to appropriately handle negative feedback in the social/public space 	
<p>Computers/Technology/Specialized Equipment:</p> <ul style="list-style-type: none"> - Demonstrated success in using targeted web-marketing services to support and develop marketing strategies - Understanding of analytics tools and ability to set up customized reports - Working knowledge of Colleague 	<ul style="list-style-type: none"> - Must be current on social media best practices and keep current with emerging practices - Working knowledge of Student Information Systems
<p>Communication and Interpersonal Skills:</p> <ul style="list-style-type: none"> - Exceptional client service skills - Ability to deal with international students tactfully and effectively - Excellent oral and public speaking/presentation skills - Able to effectively use technology to support presentations, seminars, and workshops - Excellent interpersonal, collaboration, networking and relationship-building skills - Comparative knowledge of international education systems and cultures from other countries (to Canada/BC) - Class 4 Driver’s License 	<ul style="list-style-type: none"> - Fluency in a second language used in a major international market. (Vietnamese, Mandarin/Cantonese preferred)

REVIEWS and APPROVALS

EMPLOYEE SIGNATURE:	DATE:
The employees signs off the position's description during final review/discussion with the manager/supervisor.	

MANAGER/SUPERVISOR SIGNATURE (APPROVAL):	DATE:
The manager/supervisor signs off (approves) the positions description after final review/discussion with the employee.	