

RECRUITMENT OFFICER

Position Summary

The Recruitment Officer is responsible for the development and implementation of the recruitment and enrolment management strategies at Dominican University College (DUC). The incumbent assists in adapting existing initiatives and creating new ones to increase the enrolment of students, primarily at the graduate level. The incumbent contributes to ensuring that the recruitment initiatives, especially at the graduate level, fit into the overall strategic plan of DUC.

Primary Duties Performed

The incumbent's primary duties fall within the following categories.

1. Recruitment

Plays a lead role in the recruitment and enrolment of prospective students, especially graduate students.

Organizes on and off-campus recruitment events which include delivering presentations about DUC's undergraduate, and especially graduate, programs and providing assistance to academic units on program specific events.

Attends student recruitment fairs.

Develops, produces and measures advertising campaigns including the design and development of advertising material.

Advises prospective students on DUC's programs and admission policies.

Manages partner relationships with external stakeholders such as recruitment agents, scholarship agencies, embassies, and governments.

Stays apprised of best practices in recruitment and enrolment management and implements regularly as appropriate.

Works with academic units on increasing the conversion rate from accepted to registered and enrolled students.

2. Strategy and Analysis

Contributes to the development and execution of an annual recruitment strategy.

Serves as a resource for academic units on recruitment issues.

Continually monitors and evaluates the effectiveness of recruitment strategies.

Assists in the development of communication strategies for the recruitment and enrolment of students.

3. Communications and Website

Develops communication strategies for the recruitment and enrolment of students, especially at the graduate level.

Updates content on the website on a regular basis to ensure the information is current and accurate.

Develops online webinar presentations based on specifically defined markets.

Creates and delivers communication vehicles targeted at prospective students.

Develops social media strategies to be used for the purpose of recruiting prospective students.

Assists the Registrar's Office in revising content and communications as part of the online application and admissions process.

Candidate Profile

1. Education:

Undergraduate degree or equivalent. Graduate degree would be an asset.

2. Experience:

Relevant work experience required in a recruitment and promotional capacity. Familiarity with the university setting is an asset.

3. Continuing Education:

Continuing study is required to remain current with respect to academic programs, admission requirements, student services, policies within the University, and the national and international context for recruitment.

4. Language requirements:

Candidates with functional ability in French and English are strongly preferred.

5. General

Strong communication and sales skills in conveying various forms of messaging to a variety of audiences using different tools and technology including the delivery of presentations in a variety of formats.

Ability to work independently.

Ability to use discretion in dealing with sensitive information from students and from the university.

Strong analytical, problem-solving, and interpretive skills.

Strong interpersonal and diplomatic skills as well as strong social and intercultural communication skills to build collaborative partnerships.

Knowledge of community programs and services to assist with graduate students' non-academic life would be an asset.

The flexibility to rearrange schedule and meet travel requirements in order to deliver presentations and represent DUC at a variety of events.

Demonstrated familiarity with and sensitivity to various cultural, religious and local traditions.

Appreciation of the values and culture of DUC as well as the mission of its Faculties.

Employer Contact Information

Please E-mail or mail curricula vita and covering letter to:

Office of the Vice-President, Academic Affairs and Registrar
Dominican University College
96 Empress Ave. Room 310
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