



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

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# Job Board Posting



Careers.Indigenous.Link

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## RECRUITMENT AND ADMISSIONS MANAGER (REMOTE)

<b>Job ID</b>	<b>61466-3745</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=61466-3745">https://careers.indigenous.link/viewjob?jobname=61466-3745</a>	
<b>Company</b>	McMaster University	
<b>Location</b>	Hamilton, ON	
<b>Date Posted</b>	From: 2024-04-26	To: 2050-01-01
<b>Job</b>	Type: Full-time	Category: Education

### Description

**UNIT/PROJECT DESCRIPTION:**DeGroote's Student Experience team supports all students at the DeGroote School of Business – MBA, BCom, specialized graduate programs and PhD students. As an integrated team, we champion new ideas, collaborate across boundaries, and learn continually to deliver a consistent and inspiring student experience. Our school's culture is captured by three values: Generosity, Innovation and Collaboration. Serving more than 500 MBA students located at the Ron Joyce Centre in Burlington, DeGroote offers full-time, co-op, accelerated and part-time MBA study options. The Recruitment and Admissions Manager is a multi-incumbent role and works within the MBA Recruitment and Admissions Team team to develop and implement a strategic recruitment process, to ensure DeGroote achieves its annual admission targets. The role is integral to shaping and promoting the DeGroote brand to national and international audiences. Some support for other DeGroote programs may be requested of incumbents in this position throughout the year. **JOB SUMMARY:**Responsible for the recruitment and admission of high quality candidates to the faculty's graduate programs (MBA). Manages the entire MBA recruiting life cycle: brand awareness, prospective student cultivation and management, candidate assessment and admissions, prospect engagement and offer acceptance. Independently develops strategic recruitment activities that support the faculty's admission criteria and targets. Builds strong relationships with internal and external stakeholders, working in a highly competitive global environment. Advises and persuades prospective students to join the program, requiring the ability to interact with applicants from a range of academic backgrounds. Implements significant regional, national and international recruitment activities, requiring the ability to work effectively in cross-cultural settings.

**PURPOSE AND KEY FUNCTIONS:**Travel extensively to attend recruitment events, nationally and internationally, to promote program offerings to candidates meeting our applicant profile. Attendance at International fairs often include visiting multiple countries / cities in a region over a 2-3 week period. Advise prospective students on admission criteria and program options that align with their applicant profile. Independently complete a pre-assessment of application materials; deliver results of pre-assessment in person, via Skype/phone, or via individualized written responses. Develop, design and deliver persuasive presentations to potential students, highlighting program information that differentiates our programs in a highly competitive marketplace. Plan and manage information sessions and specialized recruitment events locally and throughout the province. Recommend new recruitment activities and strategies, including identification of resources and anticipated return on investment. Conduct and evaluate admission interviews with prospective students (in-person, phone or Skype). Independently assess resumes, transcripts and Graduate Management Admission Test (GMAT) result. Make admission recommendations at the Admission Committee, demonstrating specialized program knowledge and independent decision making in analyzing candidate profiles against a broad range of criteria. Persuade newly admitted students to accept their offer of admission; manage conversations with applicants who have multiple admission offers. Write individualized responses to significant volumes of on-line inquiries, at various stages of the recruitment and admissions process. Respond to applicants who were unsuccessful in gaining program admission, using tact and diplomacy. Counsel unsuccessful applicants on alternate programs and/or ways to strengthen future applications to the program. Recruit and train current students to be part of a Student Ambassador Program, to connect current students with prospective students, in support of increasing recruitment. Analyze and track candidate profiles using a Client Relationship Management (CRM) tool. Recommend short-term recruitment tactics, if enrolment targets are at risk of not being achieved. Develop specialized marketing materials to clusters of applicants and potential applicants. Analyze recruitment statistics at the end of each cycle and recommendation for future recruitment

strategies. Research international student markets using a variety of data sources, analyze trends and recommend strategies to increase the program's exposure in foreign markets. Enhance the international brand of the university and the program by participating in Admission Panels at International recruitment fairs. Develop an annual recruitment strategy, including proposed budget, for Manager. Administer and monitor recruitment budget. Schedule faculty, staff, students and alumni to participate in various recruiting events, ensuring they have received appropriate training and can accurately communicate program information and admission standards to prospective students. Review trends in international business school education, accreditation, and admission processes (e.g. KIRA, GMAT) in order to knowledgeably contextualize our programs in the (MBA) marketplace. Liaise with recruiting and admissions staff from other schools to identify best practices pertaining to recruitment and admissions. Analyze current and past admission data to manage annual recruitment targets and recommend future recruitment targets. Assist with the planning and coordination of an orientation program for international students (Pre-MBA) and Onboarding (transition to campus) activities. Conduct surveys of newly admitted students and analyze data to evaluate the effectiveness of recruitment and onboarding activities. Create statistical reports and profiles of incoming student cohorts. Monitor and troubleshoot issues with the on-line application system and admissions database. In conjunction with other University stakeholders (e.g. Advancement), identify opportunities to engage alumni in recruiting efforts, both domestically and internationally. Provide input on program marketing materials, including print, web, and social media. SUPERVISION: Ongoing responsibility for supervising 1-9 casual employees. Trains Student Ambassadors, alumni and other volunteers to ensure program information is conveyed accurately and enthusiastically at recruiting events. ASSETS: This role will develop and execute an annual domestic and international recruiting and admissions strategy to achieve program enrollment targets. The successful candidate will be a strategic leader who demonstrates a strong knowledge of university recruitment and the MBA marketplace. The following assets are integral to success:

- \* Demonstrated experience in business to business marketing, sales and relationship management, experience in student recruitment is considered an asset.
- \* Proven public speaking, persuasive presentation and facilitation skills including experience delivering presentations to cross-cultural audiences.
- \* Experience in managing and working with a CRM and building and executing marketing and student recruitment campaigns within the CRM.
- \* Strategic thinker who can identify creative solutions using data analytics
- \* Demonstrated skills in student coaching and ability to deliver feedback and/or difficult messages.
- \* Ability to adapt and be responsive to changes in an evolving domestic and international MBA market.
- \* Ability to multi-task in a fast-paced environment, effectively prioritize activities and demonstrate a high degree of maturity and professionalism.
- \* Exceptional technical skills, including, Microsoft Word, PowerPoint and advanced Excel, and the ability to analyze and summarize complex data sets.

The incumbent will be a dynamic self-starter, who can work independently as well as provide leadership within the team. Experience using social media tools for student recruitment, and fluency in multiple languages, would be an asset.

ADDITIONAL INFORMATION: This position requires extensive domestic and international travel, including recruitment trips of up to 3 weeks in duration. Travel may include areas not serviced by public transit. As such, access to reliable transportation is required as well as a valid passport. Recruitment and Admission activities often happen outside of normal working hours and on weekends. As such, this position is covered by the Letter of Understanding regarding Work Arrangements for Certain Positions. Note: This is a contract position that will end on or about September 5, 2025.

For more information, visit McMaster University for RECRUITMENT AND ADMISSIONS MANAGER (REMOTE)