



# 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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## STUDENT RECRUITMENT OFFICER

<b>Job ID</b>	<b>63808-7407</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=63808-7407">https://careers.indigenous.link/viewjob?jobname=63808-7407</a>	
<b>Company</b>	McMaster University	
<b>Location</b>	Hamilton, ON	
<b>Date Posted</b>	From: 2024-07-15	To: 2050-01-01
<b>Job</b>	Type: Full-time	Category: Education

### Description

Ranked among the top engineering schools in Canada and worldwide, the Faculty of Engineering is on a mission to empower agile and globally conscious leaders in engineering who collaborate to create a brighter future. The Faculty is at the forefront of transforming engineering education, transitioning from traditional lecture methods to a project-based, hands-on learning approach. Our graduates emerge as resilient professionals, armed with invaluable skills and experiences from Ontario's second-largest co-op program, unparalleled research opportunities—the most extensive offered by any Canadian engineering program—and a multitude of clubs, teams, and projects. Our community, comprising 265 dedicated staff, 220 esteemed faculty members, 7,600 undergraduate students, and 1,300 graduate students, is drawn to the Faculty of Engineering for its vision of being leaders in advancing engineering for global change. Our commitment is steadfast to cultivating a respectful atmosphere where everyone feels they belong, student success is central to all we do, and we are meaningfully reshaping an engineering field into one that reflects a diverse and inclusive society. The Faculty of Engineering is seeking a Student Recruitment Officer to join the Outreach team in researching, strategizing, organizing, and executing key student recruitment initiatives. Focused on domestic recruitment, the Liaison Officer will conduct market research, develop and execute recruitment strategies, and support various recruitment efforts aimed at attracting top-quality undergraduate students to McMaster Engineering. Job Summary: Responsible for attracting high school applicants to the University through a variety of centralized recruitment efforts, programs, and initiatives. Delivers information to students at events as a means to promote the various faculties and specific programs within the University and to ensure the University meets its target enrolment. Purpose and Key Functions:

- Develop conceptual plans and budgets for projects.
- Implement projects and ensure adequate staffing and that projects come in on time and on budget.
- Develop and deliver presentations to potential applicants, families, and guidance counsellors.
- Plan and coordinate various University recruitment events and campus-wide activities.
- Develop estimates of time and resources required for a variety of events and activities.
- Develop and implement market research strategies to establish and remain current with market trends.
- Develop, implement, and coordinate a marketing plan for annual recruitment activities ensuring the image and reputation of the University is maintained.
- Develop and implement a competitive and comprehensive campus visit program.
- Analyze travel reports and previous year's statistics to develop the school visit schedule.
- Monitor and reconcile accounts, prepare financial statements, calculate program costs, travel expenses and develop budget proposals.
- Negotiate terms and prices with external suppliers for services, supplies and equipment.
- Design and develop learning and training materials for temporary staff.
- Develop and deliver training sessions to temporary staff.
- Update, maintain, and verify information in a variety of databases and spreadsheets.
- Write and edit a variety of documents including, but not limited to, marketing materials, reports, correspondence and email.
- Create, monitor, and update website and electronic request forms.
- Write and modify queries to extract data from databases.
- Facilitate focus groups to determine the effectiveness of current publications and to identify areas for improvement.
- Document and provide feedback to senior staff regarding the target audience's perception of the University.
- Meet with and respond to inquiries from prospective students.
- Liaise regularly with stakeholders across the campus.
- Attend and represent the University at recruitment events.
- Travel provincially to visit high schools and complete student registration activities.
- Ensure the confidentiality and safeguarding of student files.
- Maintain filing systems, both electronic and hard copy.
- Remain current with frequent changes in all academic areas, programs, admission policies and procedures, electronic media and social

networking. Supervision: Ongoing responsibility for supervising up to 9 casual employees at any one time.

Requirements: Bachelor's degree in a relevant field of study. Requires 3 years of relevant experience. Assets: Preference will be given to candidates with strong strategic planning experience including report writing, executing research including surveys and focus groups, and presenting project proposals to leadership teams. Additional assets include: effective teamwork skills and the ability to work independently with minimal supervision; experience in a fast-paced deadline oriented environment; familiarity with the McMaster administrative systems (especially MOSAIC); proficiency in spreadsheet and database applications and the ability to analyze data for strategic planning purposes; a thorough understanding of McMaster's brand standards and key messaging; experience hiring and supervising student employees; demonstrated ability to build and deliver programming for current students to serve as ambassadors for recruitment purposes; and experience planning and co-ordinating events, both virtual and in-person. Additional Information: Typically, significant domestic and/or international travel is expected (up to 40% of role), as well as frequent evening and weekend work.

For more information, visit [McMaster University](#) for **STUDENT RECRUITMENT OFFICER**